



# Managing your Pharmaceutical events

Have you got an event to run but don't have the resource in house to manage it?

McCullough Moore knows what it takes to run a pharmaceutical event and between our key staff we have more than 40 years' experience of doing just that.

Advisory boards • Congress logistics • Investigator meetings • Faculty management • Internal meetings

# Meeting your business needs

Let McCullough Moore alleviate the stress and headaches caused by organising events. We have the skills, experience and flexibility to manage your events no matter how large or small. You will have a dedicated team of experts to fulfil all your individual requirements, whether it be to offer a complete service, or manage just part.

We offer a completely flexible solution to you and your team and pride ourselves on our professional approach to every task. We enjoy working in partnership with you to help develop your business or brand.

Our staff have experience of planning and managing a wide range of global pharma events, from start-up meetings to product launches, sales force meetings to speaker training events and managing poster presenters at international congresses. Our attention to detail ensures that we never miss a trick.

We tailor our service to meet YOUR business needs and can be as involved as you need us to be. We give each client individual attention and our world class service will help ensure your event is a success.

## Pharma Code

Meetings are an essential means of communication for the Pharmaceutical industry. McCullough Moore know that the planning, organisation and execution of pharma meetings must comply with the relevant regulatory and country-specific legal guidelines to ensure events and that management of Healthcare Professionals remains un-biased. McCullough Moore are fully compliant with all ABPI guidelines.

## Event Management

We are an independent event management company that specialises in organising and delivering world-class events, working across a spectrum of highly regulated industries. Our sales and logistics team work to a tried and tested operating model using the latest event technologies and are made up of the most experienced event professionals.

We want to help you achieve the meeting objectives delivering it on time and within budget.

Our service includes everything from event planning, venue finding, logistics and staging to delegate and budget management.



# Working in partnership with you

As our service is completely flexible, we can handle your entire project, or as little or as much as you need to outsource, including:

- Project feasibility
- Venue consultancy
- Budget control
- Logistical advice on programme delivery
- Speaker management
- Attendee management
- Meeting promotion (if required)
- Online registration
- Travel management services
- Full logistics services
- Exhibition stand co-ordination
- A-V & production
- Feedback & evaluation

## Venue Finding

Each event is unique, and we pride ourselves in finding the right venue to match your event needs, at the best possible price and within your guidelines.

We will manage all the negotiations for the venue hire, delegate rates, accommodation and all your catering needs saving you time and money.

## Attendee Management

We can manage all aspects of your attendee's logistical requirements from the invitations through to the departure of your last delegate. This can include one-to-one liaison with your key opinion leaders or internal staff and overall management of your country delegates.

## Testimonial:

*"I just wanted to say thank you for everything you did for the IM yesterday; although I was not able to make it I have had very positive feedback about you and the way the meeting was organised. I got a good feeling about the company from speaking with you at the start, so I'm glad my hunch paid off and you came through for me! Hanna has said she would certainly be looking to use you guys again for future meetings, and I would of course do the same."*

Adam Marsh – Clinical Manager, Premier Research

## Testimonial:

*"I really want to stress how pleased we were with how the Cmed Symposium went – everyone that's commented has said how professionally it was run so please convey my thanks to all the guys, you made my life easy!"*

Alan Eggleston – Global Head of Marketing and Sales,  
Cmed (Clinical Research Services) Ltd

## Poster Presenter

We know how important it is for you to ensure that your Poster Presenters are looked after in a professional and timely manner.

We can take away the hassle of booking flights, accommodation, congress registration, transfers and expense reimbursements.

## Exhibition Representatives

We can also provide the above logistical management to your exhibit representatives, leaving you time to concentrate on the promotion of your product at the congress.

## We are experienced organisers of:

- Advisory Boards
- Investigator Meetings
- Stand Alone Events
- Faculty Management
- Poster Presenter Management
- Exhibition Representative Logistics
- Training Days
- Product Launches
- Symposium Management
- Internal Meetings
- AGM's
- Evening Programmes
- Speaker Training
- Congress Affiliate Delegation Management

# Experience that shines through

## Case study:

- Client:** Envision Pharma Group
- Overview:** Standalone pharmaceutical conference
- Attendees:** 120 delegates
- Location:** Washington, DC
- Brief:** A two-day forum held biannually for existing and new users of the publication planning software. The top 20 pharmaceutical companies in the world were all represented.
- Format:**
- Keynote presentations
  - Parallel workshops
  - Meet the expert sessions
  - Poster area
  - Software demonstration lab
  - In-house and off-site dinners

## Overview:

This two-day forum was the fifth event inviting existing users and new users of the publication planning software. The top 20 pharmaceutical companies in the world were all represented by either publications managers or IT managers. The event consisted of keynote presentations, parallel workshops, meet the expert sessions, a poster area and a software demonstration lab.

This event was entirely managed using our Cvent online registration system, and coordinated multi-currency transactions and bookings. There was a record attendance at this year's event, so in a very difficult climate this was an excellent result. The team felt that the detailed communications programme, developed in conjunction with McCullough Moore, had a big part to play in this record attendance.

## Testimonial:

*"McCullough Moore are our preferred logistics support agency for all our internal and external events. Their national, and international, destination experience is invaluable for advising ourselves and/or our pharmaceutical clients on how best to manage procedures. The team have an extensive knowledge and understanding of the PhRMA Guidelines and how best to liaise and communicate with key opinion leaders. We have worked together on a variety of events, including congress symposia, advisory boards, stand alones and investigator meetings - all of which have been managed efficiently and within budget. The team offers a positive and flexible approach, professional attitudes and very high standards of excellence."*

Kevin Wheatley – Global Operations Director



For help and advice  
on your next project...  
contact Shirley Rhodes

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We look forward to hearing from you soon...



@mcculloughmoore

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