

ESSENTIAL HEALTH COMMUNICATION CHECKLISTS

DISCOVER OUR LATEST ESSENTIAL HEALTH COMMUNICATION CHECKLISTS

CHECKLIST : IMPACTFUL MEDED EVENT

The 7 steps to a successful collaboration with medical experts for your events

NOVEMBER 5, 2024 — PUBLISHED BY PYRAMIDALE COMMUNICATION, MEDICAL COMMUNICATIONS AGENCY

STEP 01



Identify the experts

- **Define your objectives:** What role will the experts play? (presentation, moderation, workshop facilitation, etc.)
- **Use KOL mapping tools** to identify key experts in your therapeutic area.
- **Assess their alignment** with your objectives and their availability.

Establish a strong initial contact



- **Prepare a clear brief** explaining the event and their respective roles.
- **Contact them well in advance** to discuss their participation and answer any questions they may have.
- **Be clear about the importance of their contribution** to validate their involvement from the outset.

STEP 02

STEP 03



Co-create the event content

- **Organize exchange sessions** with experts to develop content in line with current validated scientific knowledge.
- **Ensure that key messages** are consistent with the scientific and educational objectives of the event.
- **Incorporate their expertise** into the development of presentations, workshops, or interactive sessions.

Plan logistics with experts



- **Confirm their availability and key dates** to avoid any scheduling conflicts.
- **Manage logistical details** (travel, accommodation, technical equipment) so experts can focus on their role.
- **Ensure regular communication** to keep them informed of event updates.

STEP 04

STEP 05



Facilitate the event promotion

- **Encourage experts to communicate about the event** through their own networks (professional, social).
- **Share approved content** that can be disseminated.
- **Coordinate across distribution channels** to ensure consistent and effective communication.

Ensure smooth collaboration during the event



- **Prepare a final briefing** to review the full program and last details.
- **Provide technical and logistical support** throughout the event to meet their needs in real time.
- **Encourage interaction between experts and participants** to maximize the impact of their presentations.

STEP 06

STEP 07



Carry out a post-event follow-up

- **Gather their impressions** after the event and identify areas for improvement for future collaborations.
- **Share event outcomes** (participant feedback, recordings, statistics) to highlight their contribution.
- **Stay in touch** to develop a long-term relationship and facilitate future collaborations.

Ready to deliver a high-impact MedEd event?
Our teams support you throughout the entire process.

Find our KOL mapping solutions on our website www.pyramidale-communication.com or on our YouTube channel.

✉ CONTACT



ARTICLE WRITTEN BY PYRAMIDALE COMMUNICATION

A Tech Health agency