

Phase II Investigators' Meeting & Webcast



Location: San Diego, CA. USA

Venue: Hotel Del Coronado

Client: Major Pharma

Number of Delegates: 128

We were contracted by a Major Pharmaceutical Company to produce a Phase II Investigators' meeting for 128 delegates in the Western United States. The Sponsor had expressed a preference for a hotel "with character" for the meeting venue. The client was unsure whether Investigators from a couple of sites would be able to attend the meeting.

A dedicated event team was allocated to the project and the Event Manager worked with the client to discuss the details of the meeting, define the objectives and identify any challenges.

Challenges

There are many interesting and characterful locations to host meetings but it is important that these venues do not contravene the guidelines for ethical clinical meetings. In addition 2 sites could not attend the meeting in person and our clients looked to us to provide a solution to this issue.

Solutions

Our in-house Venue Search team in our Philadelphia office worked alongside our guidelines team to find a venue that would best meet all the requirements. The Hotel Del Coronado was chosen as it did not break guidelines and was full of character (it was the filming location for "Some like it Hot").

Our In-house Technical Production Manager developed a number of possible solutions for the sites that could not attend and presented our clients with options and advice to help them to reach a decision. The meeting was recorded and some sessions were webcast live on a secure connection to the remote sites. In addition the rest of the sessions were recorded and delivered as an on-demand webcast to allow the sites to view those at a more convenient time.

Outcome

Both our clients and the delegates loved the venue and felt that it was the perfect fit for their meeting. We received feedback from the remote sites during the live portion of the webcast - they could clearly see and hear all the presentations and even submitted some questions during Q & A. The on-demand were viewed not just by the remote sites but also many of the Sponsor central team who were impressed with the technology.

We have since produced a number of clinical meetings for this client and become a preferred vendor.

"...What a great meeting. The Del was just beautiful and you and your team did an excellent job. The web cast went really smoothly and I couldn't resist logging in to see some of the presentations when I got back to the office. You did a great job for the sites that couldn't come, but they'll still be jealous when they see my photos! ." - Senior Clinical Project Manager

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