

Resource Centre

The ultimate solution to streamline your congress experience.

Quickly and accurately identifying the HCP at Congress, delivering engagement insights and closing the loop with CRM are typical challenges that get in the way of making Congress an integral part of Pharma's omnichannel approach.

So what if we told you, Resource Centre for Congress supports you in solving all of these challenges, enabling greater efficiency, engagement, follow up and of course the insights to start measuring ROI...!



Close the loop

Loop all the information back into your CRM to enable follow-up, next-best action approaches, personalise post-event interactions and future communications.

Drive cost savings

Say goodbye to repeated builds – save time and resources whilst keeping your materials front of mind and a valuable part of every HCP's educational journey.

Share the content HCPs value most

Share ePrints and other essential materials that HCPs need to make clinically informed choices based on peer-reviewed published science whilst complying with copyright and local regulations.

Gain insights across-congress

Have all the data available from across all your congresses to gain insight into what works and quickly adapt what doesn't.

Identify HCPs

Effortlessly identify HCPs
Say goodbye to name typos!

Capture Consent and Engagement insight

Stay in the know by tracking every interaction, capturing and extending existing consent, and gathering preferences seamlessly.

Be as creative as you want to be

Showcase your brand, using content you create for the kiosk, interactive screens and other touchpoints.

Elevate your strategy, empower your team, and get more out of your investment at every congress with

Resource Centre for Congress

Experience it Live!

Click to contact us for demo

