



# Coalesce MedCom, LLC

Unique Insights Driving Individual Solutions

## Speaker Bureau Planning & Execution

Coalesce provides custom speaker bureau solutions for the biotech, pharmaceutical and device industries. Our account and event staff have extensive knowledge in speaker recruitment, contracting, training, and local event management to meet a variety of speaker bureau objectives on a national, regional, and local level.

- Our Speaker Bureau solutions facilitate peer-to-peer education utilizing speakers as a key resource to provide education and influence at all levels of the healthcare community
- Our programs are designed to **educate**, **motivate**, and **inspire** your customers
- We provide you, your sales representatives, and your faculty with the resources and tools needed to successfully plan and execute important community speaker programs

**Coalesce provides comprehensive materials, communications, and on-site execution:**

- Program management and work flow strategies, division of responsibilities guide, comprehensive communication streams, and material design and production
- Speaker identification, recruitment, contracting, and training
- Program Implementation Guide writing and development
- Custom event invitations, evaluations, and sign-in sheets
- Venue, travel, and audio-visual equipment coordination, delivery, and payment
- Attendee and speaker registration management
- Attendee, client, and faculty pre-and post-meeting communications
- Honoraria and expense reimbursement and tracking
- Evaluation summary and monthly data analysis
- Comprehensive program and HCP reporting (Sunshine Act)

**From Concept to Creation to Execution**

- Our experienced staff provides individual strategic solutions and offer efficient tactical deployment to meet your specific speaker bureau objectives
- CMC understands the value of comprehensive communications and the role in successful speaker bureau deployment
- Communications are developed for all key personnel:
  - Home office contacts (project leads)
  - Field force representatives (the face of the company)
  - Approved faculty presenters (speakers)
  - Attendees (key consumers)
- We manage all aspects of the programs development and execution
- Live and web-based speaker training programs ranging from five to 500 attendees

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