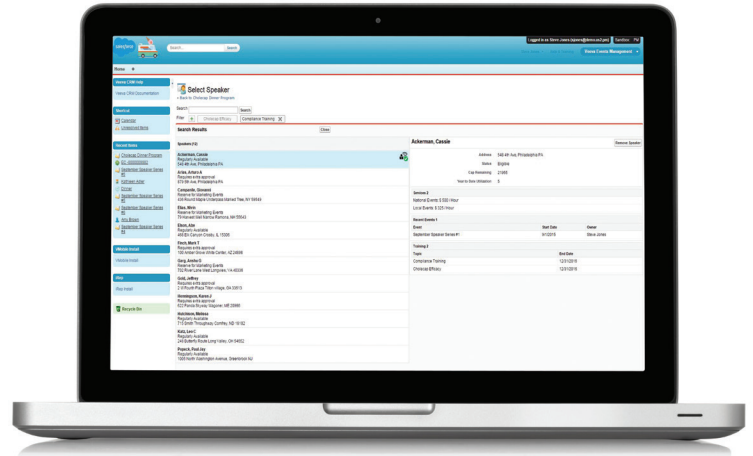# Veeva CRM
Events Management

Better Events with Greater Compliance. Fully Coordinated.

Effective speaker programs and key opinion leader (KOL) advisory services are crucial to achieving both commercial and medical objectives. Peer-to-peer engagement plays a critical role in increasing product adoption, and medical expert feedback is central to identifying new market opportunities.

With many disparate systems in use across event types and geographies, however, it is nearly impossible to efficiently track speakers and spend. Poor KOL usage and limited spend visibility impact compliance and event success. Bringing the best speakers together with the right audience is challenging—and difficult to coordinate across stakeholders.

Invoice data entry

Veeva CRM Events Management is a single solution to plan and execute all events across the enterprise. It gives you seamless control and total visibility of all speakers, attendees, activities, and spend, for better events with greater compliance.

A complete view of all events and flexible planning makes it easier to comply with changing regulations. Total visibility to opinion leader usage and profiles helps you match the right speakers with the right audience, improving event effectiveness. And by using a single system that tracks expenses against budget type across all events, you can ensure budget adherence.

Key Business Benefits

- **Compliance:** Strengthen compliance with complete visibility and control of all activities for all event types.

- **Integrated:** Improve event planning and execution with seamless field feedback and collaborative capabilities.

- **Global:** Streamline events management by using a single solution for all teams across geographies.
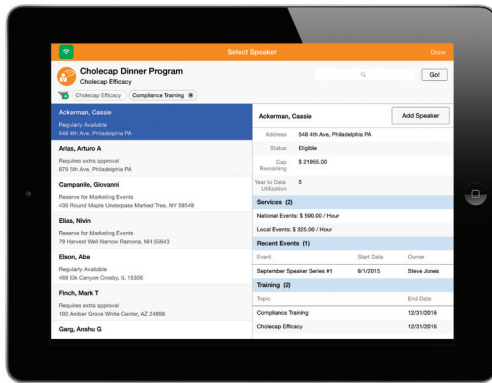
Solution Features

Compliant Budgeting

Adhere to budget caps and reduce under- or overspending. Budget allocations can be made across all event types, such as speaker programs, investigator meetings, patient programs, and advisory boards—all within a single solution.

Optimized Speaker and Attendee Management

Ensure compliant speaker and attendee utilization, while engaging the most relevant expert for each event. With access to experts' profiles, including specialties, contracts, rates, certified event types, and recent usage, you can select the right opinion leader without risk. Visibility to attendee profiles, history, and automated alerts from Veeva CRM help you ensure the right audience is invited for each event.

Speaker selection

Compliant Reporting

Aggregate all customer event spend in a single location. A purpose-built data model ensures all customer spend data related to events is captured and tracked for accurate transfer of value reporting.

Manage All Event Types

Reduce complexity and increase visibility. Planning, tracking, and logistics for each event type—including speaker programs, advisory boards, training programs, and committees—are managed and executed within one solution.

Flexible Planning and Tracking

Select event details, set event budget, estimate number of attendees, and estimate expenses specific to each event type. Tailor end-to-end workflows based on event details—such as speaker type, requirements, and topics—for easy event planning and tracking.

Streamlined Event Approvals

Reduce bottlenecks and stay on schedule. Since approval workflows are defined by event type, you can specify appropriate steps in the process to automatically initiate approvals triggered by activity completion.

Online and Offline Access

Designed for real-time planning and closeouts, Veeva CRM Events Management enables completion of on-site activities such as attendee sign-ins, even when internet connectivity is not available.

Accurate Expense Capture and Closeout

Capture your payments and invoicing quickly and accurately. Real-time activity tracking makes it easy to update actual spend for travel, catering, meals, and speaker fees during the event to enable timely fee-for-service payments.

Partner Access and Event Organization

Eliminate the expense and time required to customize third-party software. By leveraging a single system to manage all event types, external event planners and partners can support event planning and execution with role-based access in real time.

Seamless Integration with Veeva CRM

Increase user adoption by leveraging the intuitive CRM application used by your teams every day. Veeva CRM Events Management is natively integrated with Veeva CRM Mobile, making training fast and easy.