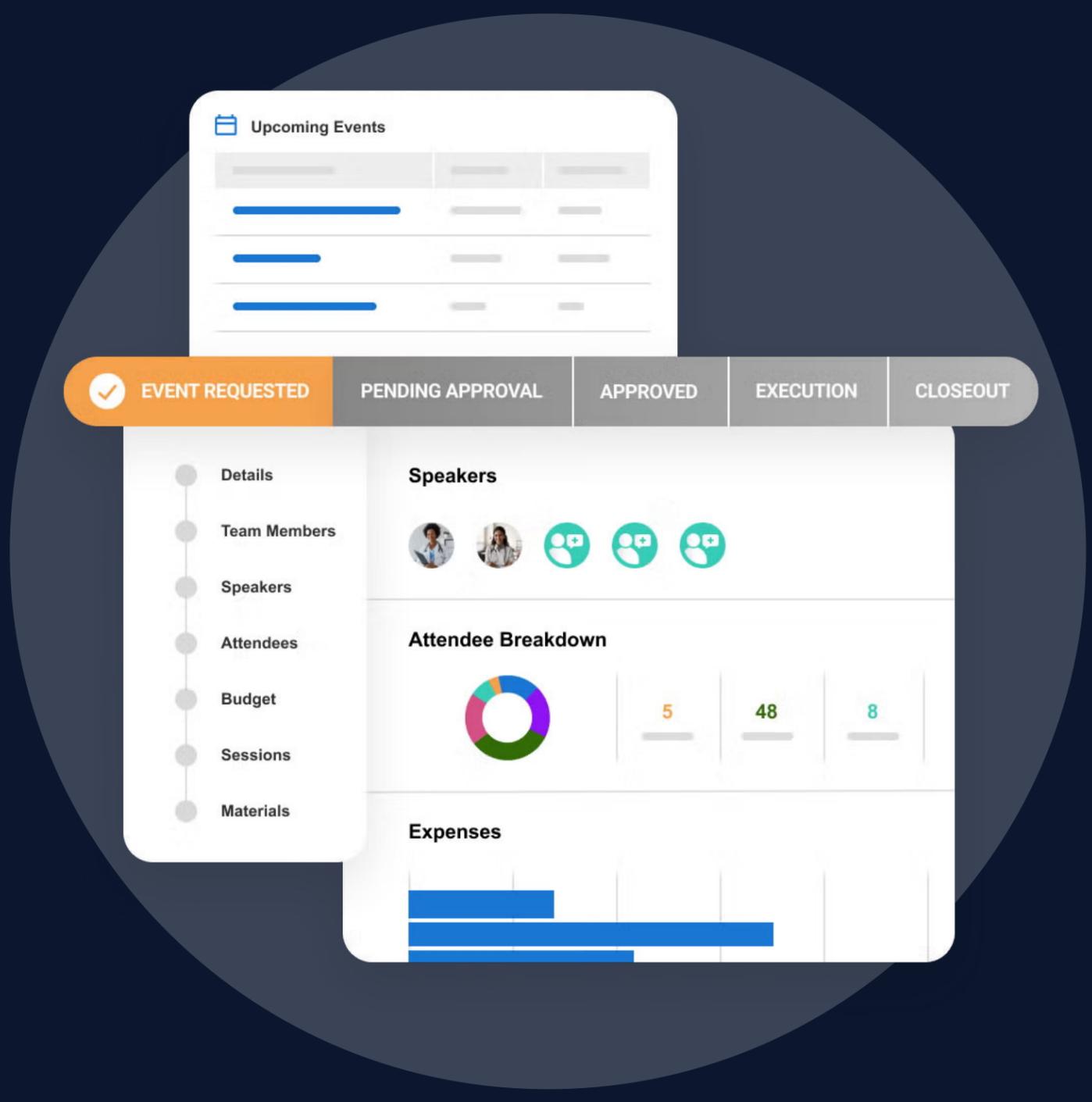


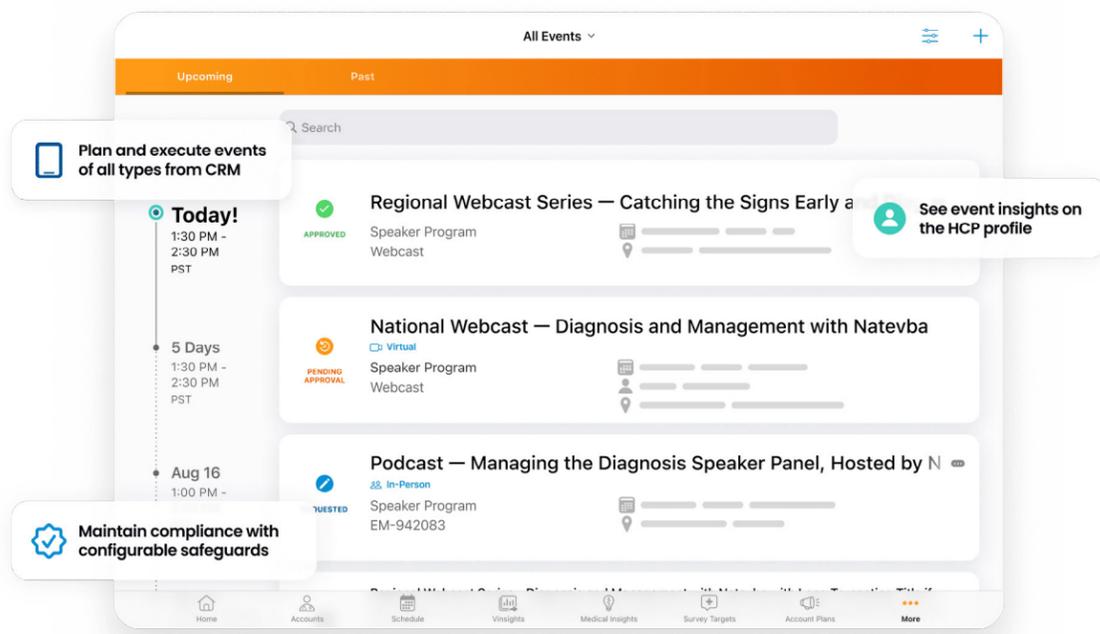
Veeva Vault CRM Events Management

Accelerating End-to-End Pharma Event Management



Solution Overview

Vault CRM Events Management is an application for managing the end-to-end event lifecycle - from planning and execution, to tracking and reporting. It manages all aspects of an event, including attendees, speakers, content, and expenses, within a single platform. Supporting a wide range of event types, the application ensures regulatory compliance, monitors spend, and simplifies speaker and attendee management - enabling efficient, compliant and impactful engagements.



Main Benefits:

Embedded within Vault CRM for a 360-degree customer view, supporting multichannel marketing strategies.

“By gaining a complete view of insights across how experts engage, Veeva CRM Events Management helps us adapt to learning preferences to deliver relevant omnichannel experiences that support better patient outcomes.” [\(read more\)](#)

Dave Yates, Global product director at GSK

A single software solution designed to plan and execute all event types.

“Event planning has spanned a variety of formats adapting to newer ways in which customers choose to interact. As we have adapted to flexible event styles, we rely on Veeva CRM Events Management to ensure compliance and deliver a complete view from start to finish, creating more relevant and thoughtful experiences.” [\(read more\)](#)

Peter Kimble, CRM director at Kyowa Kirin International

Provides full control and visibility of spend, speakers, attendees, and activities.

“Veeva CRM Events Management provides us with a compliant, easy-to-use system allowing our field-based teams to focus on supporting their customers rather than program logistics.” [\(read more\)](#)

Stephanie Fitch, Senior director of marketing and field operations at Jazz Pharmaceuticals



Delivering Tangible Business Value

Manage Events with Ease

Events Management offers a simplified user experience with a single interface that unifies service providers, compliance tools, and enterprise applications, reducing complexity and increasing visibility.

Ensure Compliance

Events Management is a proven global solution that delivers visibility and control, ensuring compliant use of speakers and attendees.

Increase ROI and User Adoption

Events Management is embedded within Vault CRM and commercial applications, maximizing its potential and making it easier for users to navigate through a familiar interface.

Gain Flexibility to Tailor Events

Events Management adapts to biopharma needs, managing and hosting interactive, collaborative, field-led events in-person, virtually, or hybrid.

Focus on High Value Activities

Events Management automates biopharma's event lifecycle, centralizing data and processes, significantly reducing manual effort, saving time, and ensuring compliance.

Comprehensive Features for End-to-End Event Lifecycle Management



Helping Leading Biopharmas Manage End-to-End Events Since 2015

Over 2 million events are run on Events Management each year across 128 countries, demonstrating its widespread adoption and reliability within the industry

Explore our success stories:

GSK

- Launched one single events management tool globally, while meeting local market needs

Octapharma

- 15% cost savings in the budget allocated for events

Boehringer Ingelheim

- Delivered up to 80% of total events as virtual offerings
- Rolled out events platform in 77 countries over 3 years

Leading Global Bipharma

- Cut time to approve from 8 to 2 weeks
- Cut time to process HCP contracts to 2 days
- Reduced field team training to 2 hours
- Increased number of events by 75% in one key market

“With Events Management, we are now more compliant with our internal financial policies and FDA submission requirements.”

[Watch video](#)



Dina Dickson
Product Manager, Marketing & Sales
octapharma



Jazz Pharmaceuticals, Kyowa Kirin International, GSK and AstraZeneca publicly attested to Events Management benefits. [Read at Pharma Fierce.](#)

Trusted by Leading Biopharma Companies

Alcon

ALEXION



**Boehringer
Ingelheim**



CHIASMA

GILEAD

GSK

**G1
THERAPEUTICS**

**Karyopharm
Therapeutics**

MERCK

novo nordisk

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Visit **Veeva Events Hub**
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ABOUT US

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