Your essential guide to effective healthcare event management & logistics

How you can leverage event technology to improve the attendee experience and increase efficiency

attendee interactive

The RX for effective healthcare event management & logistics

The prescription for successful healthcare event management is reliable end-to-end software designed to manage your event logistics and educational program.

To attract healthcare professionals and drive attendance, your CME program should keep pace with the rapid advances and developments in healthcare that are realized on a near daily basis. When you equip program managers and event planners with the knowledge and tools required to plan and execute successful healthcare events, your event can better promote professional development, networking, and innovation in the healthcare industry. A win for all!

Here we will cover some of the hallmarks of healthcare event management and present some content management tools and software designed to make healthcare event management painless, from start to finish.

How do we define healthcare event management?

## It's important to understand what a healthcare event entails.

Really, a healthcare event is any opportunity to impart or gain knowledge about developments in the healthcare industry. The healthcare industry is vast so these developments can include anything from treatments to pharmaceuticals, therapies, to new compliance requirements.

There is a large variety of healthcare event types (think webinars, conferences, meetings, and expos). These events range from small local offerings to absolutely massive global stages for the world's best and brightest to present current happenings in their particular medical field.

Even before the COVID-19 global pandemic, healthcare events could be managed online and we've certainly seen a proliferation of virtual and hybrid events, even as we move well past the days of shutdowns and social distancing.

So why did some healthcare events persist during the coronavirus pandemic?

The simple answer: Pausing healthcare events doesn't stop critical healthcare advances and discoveries. And that information absolutely needs to be communicated on a safe, reliable, and proven platform.
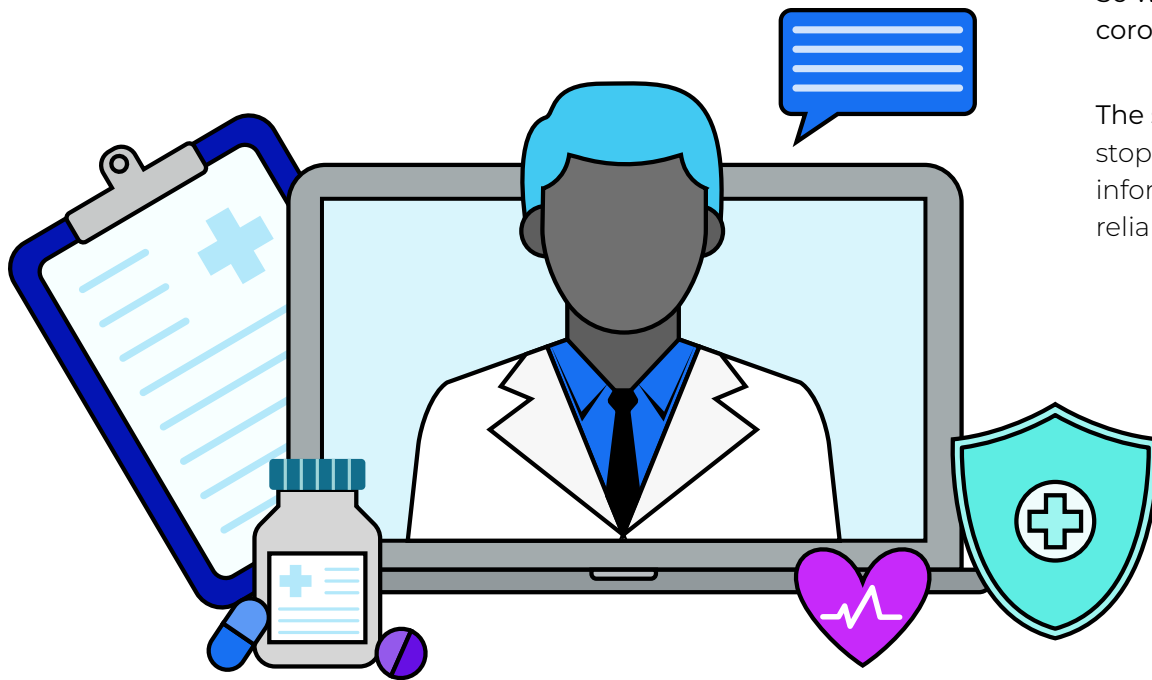
Underscoring the importance of healthcare event management

In addition to the platform, there has to be a healthcare event management marketing strategy that packages and presents the information in an effective and engaging way.

Let's be brutally honest -- most people working in healthcare are already stretched thin. Lackluster healthcare event management undermines everyone's efforts by wasting time, money, and staff -- all of which could be better leveraged on other initiatives.

The benefits of effective healthcare management include clearer communication, cohesion, enhanced networking, and ease of accessibility to critical information. Healthcare event management is the only vehicle that can actually keep pace with the rapid developments within the industry. Without it, the entire healthcare industry runs the risk of undermining best practices, which potentially comprises patient outcomes.

As Dr. Janina Beilner, Vice President of Application Services at Siemens Healthineers Services, explains:

"With accelerating advances in health information and technology, physicians, nurses, and other health professionals must maintain and improve their knowledge and skills throughout their careers. That's the only way to provide safe, effective, and high-quality healthcare for their patients."

The easiest way for those professionals to maintain and manage their skillset is through strong and relevant healthcare events, supported by cutting-edge event technology.

Those events require precise professional planning, along with the ability to keep credits organized, create efficient workflows, and offer event stakeholders a healthy dose of autonomy when it comes to managing their event content and overall experience.

One of our favorite quotes about healthcare and the continuing education required to advance it underscores the importance of healthcare event planning. George S. Kaufman, Pulitzer prize-winning playwright said "The kind of doctor I want is one who, when he's not examining me, is home studying medicine."

The task of healthcare event management is to support Kaufman's doctor in his continued quest for knowledge for the betterment of all his patients, and the advancement of the industry as a whole.
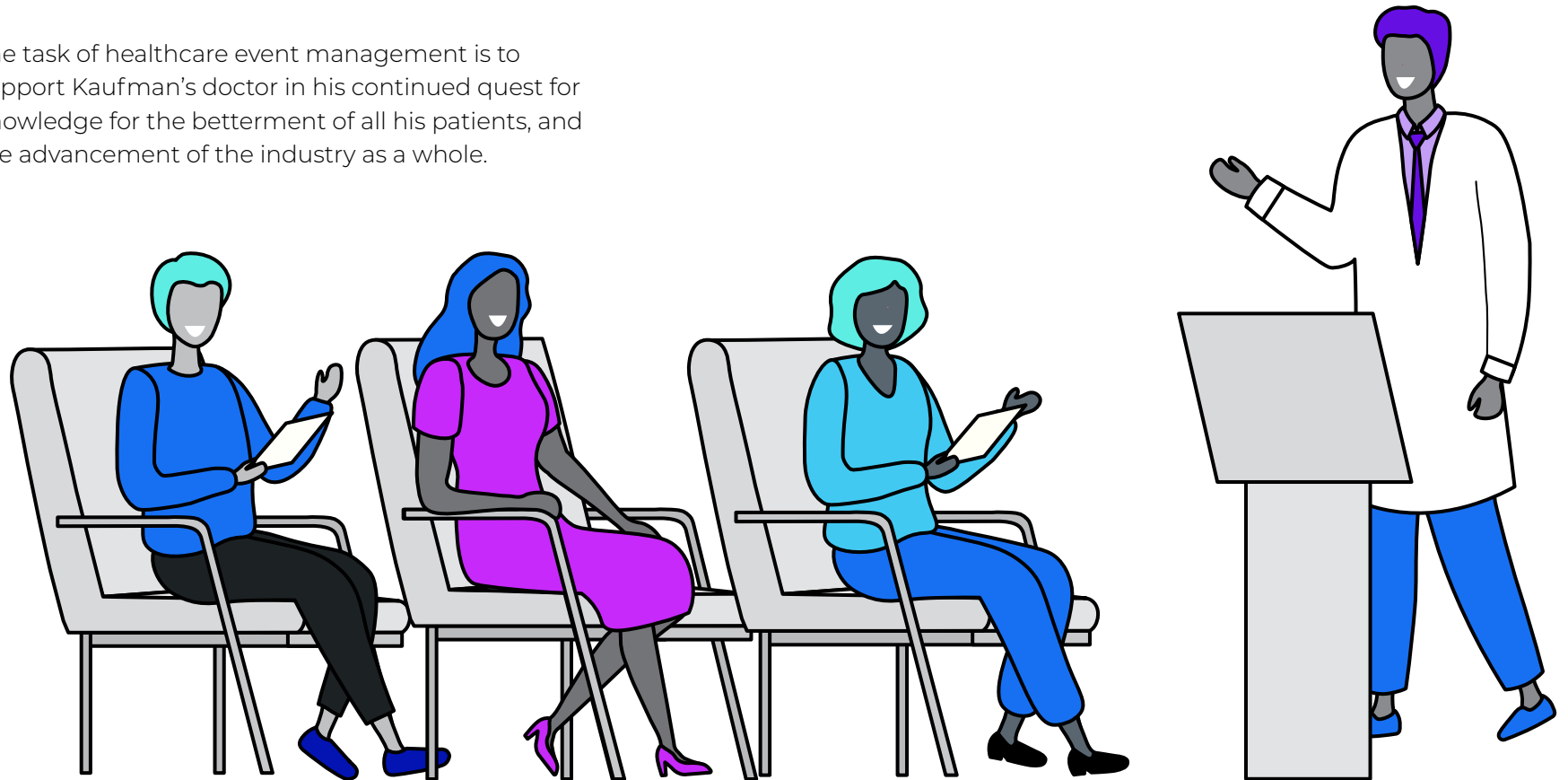
How to strategically plan from pre- to post-event

All too often the focus on event planning skews to steps leading up to its launch.

And it's important to understand that event planning requires careful attention to the efforts required before, during, and after the event in order to make it memorable, valuable, and worth repeating in the future.

Pre-event planning

A successful healthcare event requires purposeful planning, featuring several specific boxes that should be checked in order to meet, if not exceed, attendee expectations.

The following list should help get you started.

1 Establish clear goals and objectives

No matter your organization's goal or objective, it should be tailored to delivering the most relevant and valuable information to your event attendees. Ultimately, the event is about what your stakeholders will take away from their experience.

To help develop your event goals and objectives, rely on the SMART criteria to ensure your goals are results-driven (because they are): Smart, Measurable, Achievable, Realistic, and Timely.

Consider what your attendees are looking for from the industry. Consider the latest developments and pain points associated with the healthcare profession and create an event that will give industry leaders and stakeholders a stage to explore these issues.

2   Vet the right venue and decide on the right date

Choosing the right venue depends on the number of attendees you expect to accommodate – it could be a large-scale expo center or smaller capacity venue like a hotel or restaurant.

Be sure to consider other industry events, school holidays, and vacation weeks so your event doesn't have to compete with bigger opportunities and/ or travel plans during traditional school breaks.

3   Create a budget and allocate resources

Part of creating an adequate budget includes factoring in key expenses while also leaving room for unanticipated costs that might arise. If you focus only on the expenses you know about -- venue, food and beverage, staffing hours, etc. -- you risk coming up short before the event gets off the ground.

It helps to consider where you can cut costs or what tools exist that can stretch your budget further. Relying on event management software (opposed to additional staff) can not only streamline your efforts, but also save you money in the process without sacrificing the attendee experience or integrity of your event.

4   Craft a project plan

If you've already outlined your SMART goals, your project plan is well on its way.

Additional steps involve outlining your goals and metrics -- how you will measure if the event is a success or where your efforts fell short -- are key!

Determining dates and benchmarks for goals and dependencies is also important. Collaborate with your team on expectations, deliverables, and the overall project schedule. Once everyone is clear about their roles and responsibilities, commit to clear and consistent communication throughout the project.

While project management is important to all event planning, regardless of industry, healthcare event planning relies on project management in order to keep pace with the industry itself.

On the ground event planning

On the day of your event, you want to ensure that you have created a comprehensive event agenda and schedule that delivers the information your audience needs in a timely and manageable manner.

This includes: ample time for each session and speaker, including any Q&A or networking time, and allowing enough time between sessions.

Pro-tip: Look for proven event technology with features that can minimize the staff required and maximize the manpower more effectively.

During the event, it's crucial to continually check the pulse of the attendee experience and consistently assess how the event is being received. Although your staff can certainly field questions, complaints, and concerns, event technology can provide a platform that is accessible and responsive. Capture feedback at your event with custom evaluations immediately after the conclusion of a session instead of after the event has concluded.

While your staff might be busy with other tasks, an event technology app can communicate with event stakeholders and offer answers on the spot.

Post-event planning

Your event planning is not quite over when the event ends.

The post-event stage is important for potential insights about how your event was received. This is the time to encourage and review feedback in order to evaluate how your team and event performed.

You'll also want to document what you've learned to better incorporate what worked and change what didn't.

Express your gratitude to new connections, key players, and everyone who participated in the event. This helps keep the lines of communication open as you plan future events.

Remember, those who attended and engaged with your event are an invaluable source of information about your efforts and how to better leverage them next time.
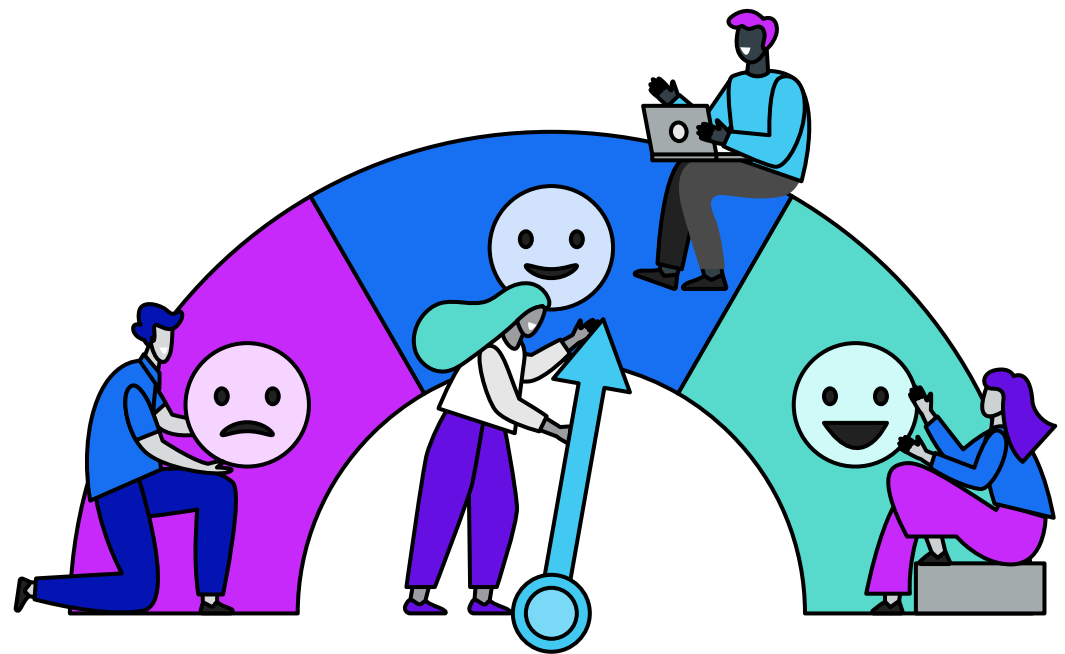
The trifecta of healthcare conferences
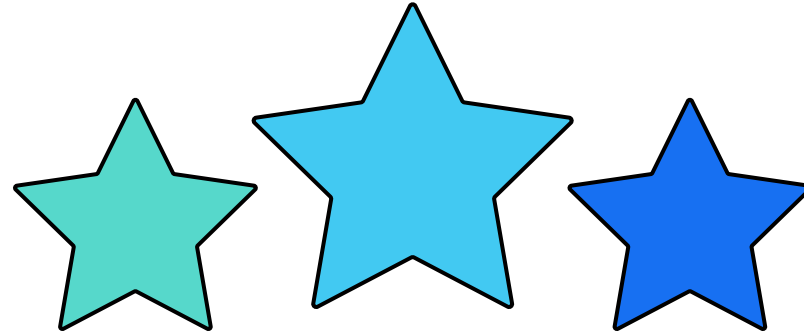
Just as there are all sorts and sizes of healthcare events, the same is true of healthcare conferences.

Typically, we consider three primary types of healthcare conferences, which we will present, along with the benefits of each one.

There are three main types of healthcare conferences and each one offers unique benefits and reasons for attending. Ultimately, they are all designed to help attendees stay up to date with industry trends and best practices, introduce them to new products and services, and facilitate networking and professional development.

Educational conferences

Educational conferences are designed to educate industry professionals about developments in their field. Current or best practices are often a focus and many educational conferences feature a well-known industry leader as a keynote speaker.

The benefit of attending an educational conference is not only because of continuing education requirements but also for one's own professional development and career goals. As an industry, healthcare experiences include both routine and rapid developments, which is why staying up to date is so important.

One example of an upcoming major educational healthcare conference is the 2023 (Digital Healthcare Innovation Summit).

Trade shows and exhibitions

Unlike an educational conference, a trade show is product based. Ideally, a trade show will feature a variety of booths representing companies that have developed products in service of a particular industry or profession.

There is a two-fold benefit of attending a healthcare trade show or exhibition: awareness of new products and solutions and the potential to connect with new clients and nurture new partnerships. In addition, healthcare trade shows and exhibitions underscore the importance of innovation in healthcare. The 2023 BIOMEDevice tradeshow exemplifies what to expect from a healthcare tradeshow.

Professional association conferences

Typically, professional association conferences are geared towards introducing or addressing organizational matters concerning a particular profession, including key technological or scientific developments that are impactful on an industry.

Healthcare association conferences are generally broader in scope and, therefore, invite a broader audience, which makes them ideal opportunities for important networking and professional development in healthcare.

The benefit of attending a professional association conference is usually always for awareness and networking. Check out the AMGA 2023 as an example of a major healthcare association conference.

5 requirements for efficient healthcare event logistics

If you're going to excel at healthcare event management, you need to master healthcare event logistics – planning and managing all the details required to launch your event.

No matter the size or location of your event, you have to take into account the following five requirements for your attendees, exhibitors, and sponsors:

1 Transportation and travel arrangements

When you're considering the event venue, you want to take into account its accessibility. How easy is it for event stakeholders to get there?

Focus on some practical considerations, such as:

- Is public transportation available and reliable?
- If the majority of your attendees will be driving themselves, does your venue offer ample parking?
- If not, is there a valet service on site?
- If so, will that service be validated for those who need to use it?
- And what about those who need to travel by air?
- Will your event manage transportation from the airport to the venue?

As with any event, transportation and travel arrangements are key, particularly when you consider any sensitive products or materials that might need to be carefully transported on a specific timeline.

Making travel and transportation as seamless for your attendees as possible inspires feelings of ease, trust, and appreciation.

2 Venue and equipment rentals

When you consider the technical requirements of the healthcare industry, it's crucial that your event, specifically the venue and corresponding equipment, meet your audience's needs.

Whether it's AV capabilities, specific lighting, specially-sized tables, screens, microphones, projectors or reliable Wi-Fi, your audience will evaluate your event based on the venue's amenities and equipment available to them.

3 Food and beverage services

More than just an accurate headcount to ensure you have enough food and beverages for everyone, you also need to take into account special dietary restrictions and allergies in order to provide appropriate options for all attendees.
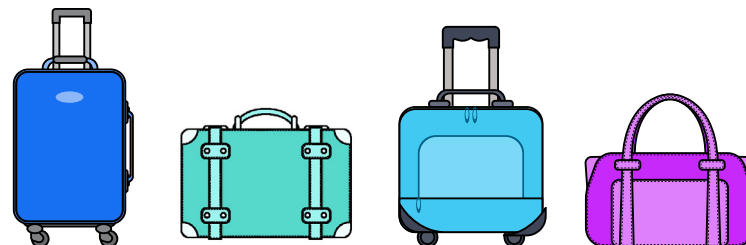
4 Security and safety planning

Security and safety must be prioritized at any healthcare conference, which means educating your staff on emergency protocols and your attendees on pertinent safety issues, like emergency exits, evacuation routes, and what to do in the event of power failures on site.

Take the time to train your staff on immediate response to any emergency and the steps required to communicate the incident and expectations to attendees.

5 Staffing and volunteer coordination

A surefire way to blow your event budget is by overestimating the amount of staffing and volunteer support you need at your event.

On the flip side, a surefire way to disappoint and frustrate your attendees is by failing to have enough people on hand to answer their questions and provide guidance during your event.

As with any plan, a backup plan is key.

So, if you discover mid-way through the event that a few staff members or volunteers have called out sick, make sure you have people standing by to fill their spots and ensure staffing remains smooth and strong.

Harness the power of healthcare event technology

Just as healthcare is constantly evolving, today's <u>healthcare event technology solutions</u> make it easier than ever to manage healthcare events and logistics with greater efficiency that yields outstanding results.

When evaluating event technology options, you'll want to focus on finding a solution that features the following capabilities:

Application and Review

The ability to collect submissions and review submission content quickly and easily, all while keeping in line with accreditation standards, elevates your healthcare event management almost immediately.

Activity and Session Management

Healthcare event organizers should be empowered to manage important event details, such as room assignments, speaker content and times, along with any changes or updates that occur in real-time.

Speaker Management

The best healthcare event technology not only puts greater control in the hands of event organizers, but event speakers as well. With the right solution, speakers can manage their own content by accessing a dedicated speaker dashboard where they can find all the pertinent details regarding their presentation and event experience.

Credit and Certificate Issuance

Another hallmark of strong healthcare event technology is the ability of attendees to manage their own credits, no matter the source, and access their progress in a single space.

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Accreditation Management

By giving your staff the ability to manage accreditations in a single space, event technology platforms make accreditation management easier than ever before, saving time in the process.

Social Media Marketing and Engagement

Utilizing the power of social media to market and promote your event will drive extra engagement.

Data Analytics and Reporting

When you have the tools to gather insights from data analytics and healthcare event management reporting, you can increase your success for the next event and determine key areas for improvement.

"I manage the logistics for a national conference, this year expecting 1000 attendees. This system is managing our call for proposals, continuing education, and evaluations. It has cut about 150 work hours out of my schedule, allowing me to streamline attention, customer service, and my own mental health. The system has both reinforced existing and expanded infrastructure, allowing us to grow our conference program and attendance."

Jeffrey W. A, Senior Program Coordinator, Education Management

Enjoy better efficiency with the power of Attendee Interactive at your next healthcare event

Healthcare events are critical for the healthcare industry – and everyone who relies on medical professionals' care.

Planning and managing a healthcare event is no easy feat with everything required before, during, and after the event.But with the help of Attendee Interactive's robust event technology, the roles and responsibilities of everyone involved will be streamlined.

Plan stress-free with Attendee Interactive.

Request demo

Meet Attendee Interactive

Attendee Interactive's event technology solutions are designed with conference planners in mind. For healthcare events specifically, the ability to streamline your submission process, select the right speakers, and issue credits allows your organization to access critical data to keep pace with the industry's evolution with ease. Give your healthcare meetings premium coverage at your next event.

Associations ● Corporations ● Healthcare ● Higher Education

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