Communication with Industry partners

01/06/2018

ESC
European Society
of Cardiology
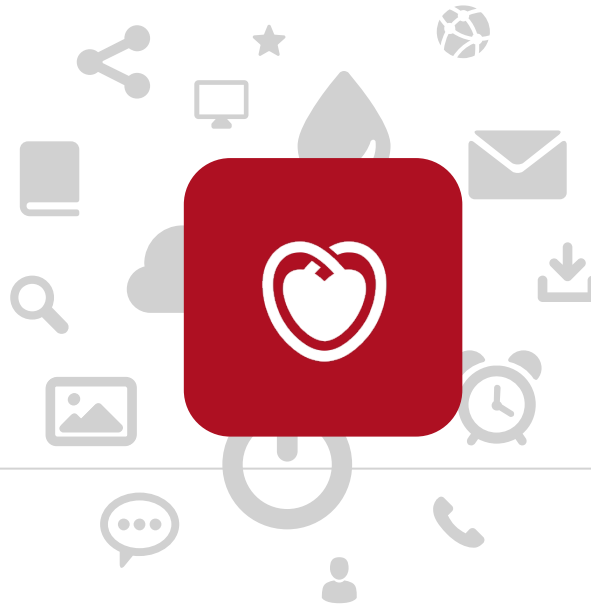
Group 1: Format

What is the ideal format for each tool?

➢ Prospectus/Catalogue: Both paper and digital– Paper still useful to flick through at your desk – online also good in particular if you use the search function

➢ escexhibition.org:

- •Application process: not user friendly (need to do everything) --> needs more automation + highlight unavailable products (with accrued point ranking automation blocking products)

- • All in 1 platform: overview : global CRM tool ((orders, invoicing, visibility orders in process and history)

➢ escardio.org: dedicated Industry interface vs current format

➢emailings:

- •too many sources

- •Industry partners would like to also receive strategic emailing newsletter + non-congress (analytics, industry trends)

- •more personalised emails (ex: if no booth reserved, should not receive other emails linked to this)

- • Ideally Industry could receive a monthly email with all deadline of the month (all congresses, all type of product)

Group 1: Format

What is the ideal format for each tool?

➢PR/Press: what are you doing this year and who's the relevant contact?

➢Miscellaneous:

- 1 page with all deadlines + "add to calendar option"

- An overview of Industry staff to know who's in charge (contacts)

- More planning before deadlines (can't be respected as too late for industry partners: endorsement, budget...) --> better coordination internally

- ISS programme for transparence - competitive analysis (right now using the search function --> not optimal)

- Get a notification on new content available on escexhibition.org like we get on our phones

Group 2: Content

➢Escexhibitions – should become a stronger customer reference platform & need to promote more. More organised platform.

➢Need to include Past Orders, Details of the Orders (Budget, Timings, Summary of the Order after your order (email confirmation).

➢Customer profiling – offer products which are in line with the profile (expenditure etc..) ,

➢Overview of the upcoming Deadlines in an easier manner (overall view – hyperlinking – emails could help highlighting the deadlines for clients. Relevant research that we conduct – make this readily available under a tab.

➢Customer portal calendar (option to synchronise with professional calendar).

➢Contact by task function; identify who should receive specific information (would be helpful for working with agencies).

➢Keep Industry Site Visits as a good way of exchange

Group 2: Content

➢Automatic flagging of missed deadlines to concerned clients.

➢Chat function with ESC Industry Staff

➢Add an organisation chart by event , reponsibilities, key contacts, photos – hyperlink (email, number)

➢Generic mailboxes need to be made more evident

➢Industry Prospectus: Highlight new offers in particular& any significant price increases

➢Guidelines: Highlight new rules

➢Frequency: Too many mails with too much content – one newsletter which summarises the important information by month , advantages & disadvantages to this. This would need to be as succinct & concise as possible – probably need to blend the two.

➢Account Management: Scheduled calls focused on quality

➢Emailing: Content – non-congress content is interesting – would need an opt in function; quarterly newsletter frequency

Group 3: Frequency

How often would you like to receive news?

➢ Emailings: how often per topic (congress/non Congress)

Frequency fine as to date. Title very clear.

➢ Industry Prospectus: how early should the offer be provided before congress?

Budget is validated a year before the congress.

Budget information (prospectus) to be provided 1 year in advance.

Provide prospectus within 3 months + new product description ASAP

➢ How often would you like to be informed of deadlines?

Right after product confirmation.

Calendar at a glance showing deadlines and for future: a personalized calendar per company updated each time a product is ordered.

✓Other topic:

Too many email addresses, suggestion to have only one email address to communicate with.

Distribution list clean up