

Fuel HCP Engagement

With Congress
Moments

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When do you invest your energy for a congress?

Before

I tease more than a Netflix trailer.

During

After

I click on “Replay”...

When do you invest your energy for a congress?

Before

During

I'm everywhere: booth, live tweets, and the local cafe.

After

I click on “Replay”...

When do you invest your energy for a congress?

Before
During

After

I pull out my content like well-cooked leftovers.

I click on “Replay”...

When do you invest your energy for a congress?

Before
During
After

I click on “Replay”...

and wait for it to activate itself.

How do we want to develop Voice of Customer at CSL Vifor Switzerland

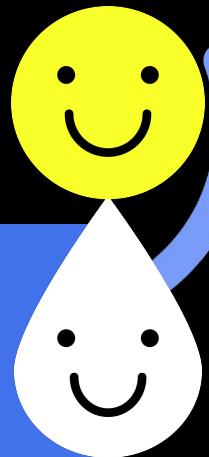
Context

- Understand our customer's needs and expectations
- Field customer insights are they easily actionable? Can we react quickly with the received signals?
- Congress is an easy touchpoint with HCP often under-exploited in terms of engagement strategy

Our objective

- Maximize the impact of congress moments (before, during and after) with targeted and engaging approaches

→ What we want engage – analyze – react ... and repeat!



Current challenges and ways of doing for congress engagement

- Much effort focused on physical presence or booth
- Risk of "one-shot" effort, short-term impact
- Our HCP has to feel "at home"
- E-mail consent collection
- Omnichannel coordination before-during-after and offline+online actions



Our new wished approach

A "Congress Moment Engagement Blueprint" in a 3-stage model

Before

Preparing and targeting

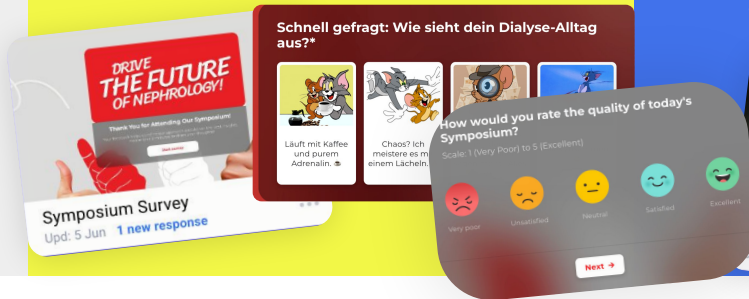
- Set the stage + Teaser content
- Identification of key HCPs
- Message mapping aligned with conference themes



During

Engaging intelligence

- Live content (snackable)
- Social listening & reaction
- Booth-to-digital extensions + gamification
- E-Mail consent collection



After

Extending impact

- Retargeting
- Repurposing of key highlights
- Medical education follow-ups
- Continue to develop the engagement and our story with the customer



Integrate everything into an omnichannel & personalized logic, with aligned KPIs and “customer engagement journey mindset”

Our new wished approach

- Clear roles & responsibilities
- Process logic + trackable in monday.com

Élément	Responsable	Personne	Momentum
Groups in VINCI CRM	+	PM	Before
	+	Congress	Before
	+	PM	Before
assistance is needed	+	PM/CT	Before
gress awareness LinkedIn post (with link pr...	+	PM/OMNI	Before
gress awareness email	+	OMNI/TRAINEE	During
-congress awareness email (with link pre-survey)	+	PM/OMNI	Before
ost-congress awareness email (with link post-surv...	+	PM/OMNI	Before
triggered email post-event	+	PM	Before
sh pre-congress LinkedIn post	+	OMNI/TRAINEE	During
alyze pre-congress Survey analytics and inform Field for...	+	PM/TRAINEE	After
Prepare main-survey in Screver	+	TRAINEE	Before
Prepare support material (QR, flyers, etc.)	+	TRAINEE	Before
Inform Congress + CT when main-survey done	+	TRAINEE	Before
Briefing to the field force team	+	PM/CT	During
Drive the survey on booth	+	FIELD	During
Send post-congress email (with link post-survey)	+	OMNI/TRAINEE	After

Supported by 2 facilitators
 CSL Vifor CH + and the so
 great and supportive
 Capptoo Team 😊



The real life with our 1st experience at SGN Congress



The real life with our 1st experience at SGN Congress

Objectives

Pre teaser + get in touch (relationship)

During

- gather sympo + topic interest,
- listening with intent about their needs,
- e-mail consent collection, everything clever integrated into the holistic booth approach human to human.

After

- using that insight to drive follow-up,
- future events, and actual HCP engagement,
- keep the flame alive 😊 with medical digital contents.

Participation rate

>90%

completion rate

>55%

NPS

Dozens of genuine opt-ins

not cold leads, but warm connections

The chance to have the presence of Capptoo team to **best support** our team in the experience = fast tweaks, smoother execution, better conversations.

Learnings



Congresses are not events or one-shots. They are tipping points for HCP engagement.



Preparing is already engaging.



The best congress moments are co-constructed between medical, marketing and sales.



Without internal alignment, it's impossible to orchestrate a seamless experience for external audiences.



Capture, analyse and use data from interactions during the conference to feed future campaigns.



The right content at the wrong time remains invisible content.



With limited resources, it is already possible to drive that kind of project!



Every interaction is data. Every piece of data is an opportunity.



We only improve what we follow



Use the opportunity to cooperate before – during – after with the great Captoo Team 😊



Start small, but start now.

Perspectives & Conclusion



Perspectives

- Create a systematic plug&play approach for every congresses.
- Transform the approach with an incremental way.
- Team upskilling (hard-soft skills).
- Leverage Collective Intelligence for Customer Experience

Conclusion

- Congresses are not events. They are springboards for commitment.
- Leaving a mark and inspiring action for our customers.
- We can be serious in a funny way, with funny surveys.

CSL Vifor

Thank you!



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Let's connect

