

Case Study Pharmaceutical

Post-merger, a large pharmaceutical company was faced with integrating two cultures, management styles and sales organisations. With budgets being closely scrutinised, the need for their annual conference was being questioned by the parent company.

Challenge

Demonstrate the proven business worth that face-to-face communication delivers by achieving improved employee engagement and a clear understanding on the year ahead for the whole business.

Solution

BI WORLDWIDE researched, designed, delivered and measured a captivating conference and event in South Africa. Key plenary sessions, breakout workshops and informal seminars ensured the business message was clearly understood. Pre- and post-event, a comprehensive delegate research programme gauged employee engagement through a series of affinity questions, and business performance was measured and analysed.

Results

The overall result to the client was a net return on investment of 12:1. Contributory factors were like-for-like business performance up 7%; conference attendees' performance was greater than the control group; a 10% positive attitudinal shift towards the business from attendees and a profitable shift in the mix of product sales. The conference also scored the highest delegate satisfaction rating of any previous company event.



“ I wanted to say a big thank you for helping us put on a fantastic conference. We wanted a ‘wow’ factor and we certainly got that, and from all of the feedback I have received so far, I believe that we also achieved all of our other key objectives. It was far more than alright on the night! ” **Managing Director**