

# Speaker Bureau Capabilities

**Cadent offers flexible and scalable program and execution experiences** that are based on client needs and a comprehensive understanding of the nuances around launching new speaker bureaus.

Complete speaker bureau services



## Our Speaker Bureau capabilities include:

- > Strategic Planning
- > Digital Platform Planning
- > Execution & Reconciliation
- > Program Planning
- > Stakeholder Training
- > Sales Force Support

## What sets Cadent apart from other speaker bureau vendors?

### EXPERIENCE AND SCALABILITY

- > Flexible and scalable offerings and execution experiences based on client needs
- > Comprehensive understanding of the nuances around launching new speaker bureaus

### SYNERGIES AND EFFICIENCIES

- > Integrated content and execution teams provide comprehensive peer-to-peer coverage and support
- > In-house support services and compliance/finance teams allow for streamlined execution and evaluation of programs

### FLEXIBLE AND ROBUST TECHNOLOGY

- > NOT an “out of the box” solution
- > Both turnkey AND (100%) customizable options
- > Integration ability with CRM and customer databases



# Cadent offers world-class **Peer-to-Peer Engagement and Sales Force Support** services.

**Our Speaker Program execution process is reliable, compliant, and flexible per client protocol**

## **PRE-PROGRAM**

- > Program requests and approvals
- > Speaker availability confirmation
- > Speaker travel planning
- > Venue vetting and contracting/  
catering orders
- > A/V planning
- > Invitation generation
- > Attendee vetting & management
- > Online attendee registration

## **48 HOURS/ON-SITE**

- > Final venue follow-up
- > Minimum attendance monitoring
- > Material shipments to representatives
- > Final speaker and attendee communications
- > On-site assistance (if needed)
- > On-call coordinator availability for representatives and speakers

## **POST-PROGRAM**

- > Sign-in sheet review
- > Attendee review & reconciliation
- > Post-program communications (surveys or follow-up e-mails)
- > Honorarium payments
- > Expense reimbursements
- > Program expense reconciliation
- > Aggregate spend reporting
- > Speaker utilization reporting and spend cap monitoring



**SPARK is our unique, Web-based platform, designed specifically for management and reporting of speaker programs.**

- > Comprehensive speaker program management
- > Intuitive and user-friendly functionality
- > Robust and real-time program reporting
- > Customized user experiences

## **SALES REP EXPERIENCE**

- > Request programs
- > Access program materials
- > View calendars
- > Manage program attendance

## **SPEAKER EXPERIENCE**

- > Complete on-demand training
- > Access program presentations
- > View payment history
- > View calendars and add to Outlook
- > Participate in client-driven surveys

## **BRAND TEAM EXPERIENCE**

- > Approve program requests
- > Access comprehensive reporting
- > View status updates for all programs

## **PROGRAM ATTENDEE EXPERIENCE**

- > Register for a program
- > Attend Web-based programs
- > Receive automated system communications
- > Sign in for a program electronically
- > Complete program evaluations

**THE KEY TO SUCCESSFUL SPEAKER BUREAUS** is to start with the end in mind.

Identifying metrics that will drive and maximize results:

- > Maximized Reach
- > Physician Access
- > Change in Perception
- > Change in Behavior
- > Create Brand Advocates

