

Cg Congress360

About Congress360 from Four

Four Health has extensive experience in planning, promoting and hosting virtual events for clients across the globe and has created a range of products and services, including a turnkey conference solution.

As the world situation changes at an unprecedented rate Four has been delivering agile, tactical virtual events to ensure that our clients remain relevant and communicate appropriately throughout the COVID-19 pandemic.

As part of Four Communications, Four Health has unrivalled access to the right technical solutions, medical writers and communications experts to ensure that our clients can engage key audiences and disseminate conference materials in light of conference delays and cancellations.

“Conference cancellations and limited physician detailing means less face time with physicians, which may result in weaker launches and reduced sales. Virtual conferences and meetings will be an important part of a pharma company’s marketing mix strategy – even if just for the short term”

Global Data 2020

Product overview

Congress360 Planning

Our event planning process uses real-time insights to ensure that your event takes into account the fast-changing needs and behaviours of your target attendees and their working environments during COVID-19. Whether you are planning a local event for a defined number of HCPs or a global conference, Four can work with you to plan an exceptional event. We deliver insights to inform congress planning in 45 languages to consistently power strategies across the globe.

Our events can be delivered live, on-demand, or a combination of both, to keep you in regular contact with your customers.

Congress360 Lead Generation

- Four Health’s data-driven activation experts can match up your clinical/congress content with the most appropriate environments to deliver fully measurable reach and engagement
- We are performance-driven, channel agnostic and experienced at delivering engagement in both HCP and non-HCP environments. We deliver tactics that are fully tailored to the content and the desired campaign outcomes

- Assets can be designed in conjunction with our creative services team and will be reflective of creative best practices to maximise return on investment. We are a Veeva Multichannel Content Partner

Congress360 Content

Four Health’s comms and content experts are experienced in creating compelling clinical content tailored to HCP preferences that is CPD accredited.

We deliver content that reflects best practice both from an HCP and patient environment and that reflects the optimal delivery method for the content - i.e. text, audio video or voice.

Our medical writers are highly experienced in delivering information and education to be consumed outside of the face-to-face setting. This includes, electronic CME programmes, animated infographics, long reads, voiced PowerPoint presentations, scientific publications and webinars.

Congress360 Hosting

Four can host any virtual event, from a small symposium to a global congress with many hundreds

of attendees. Our training and presentations team can work with you to ensure your speakers are fully prepared for maximising engagement at virtual events. Our virtual event producers will ensure that your delegates can easily access the event via secure webinar and live streaming platforms that deliver rich, interactive broadcast quality experiences in high definition through any web browser. Equally, to meet the needs of your time-poor customers, your virtual congress can be recorded, edited and hosted as on-demand content. Our analytics and data teams will gather data throughout to build into future communications.

KOL360

If required, Four is also able to identify, evaluate and appoint the right KOLs for your event. Our evaluation process can be used to find the right keynote speakers, panellists and speakers.

Congress packages start from £18,000 to plan, promote and host your event.

Cg Congress360

Case study: global webinar to launch expert opinion paper

216
attendees
across **27** countries



The opinion paper on allergies aimed to generate awareness of the synergistic effects of pre- and probiotics in infant formula for the management and prevention of cow's milk allergy as part of a market shaping programme ahead of a product launch.

A global task force was convened to discuss the evidence and the data gaps. The task force meeting was written up as a white paper and launched at a global webinar presented by pioneering doctors. 216 attendees across 27 countries joined the webinar.

Key team members



Sarah Townsend
Digital services director

Sarah's experience spans the private, public and third sectors. Sarah ensures digital campaigns and projects run on time, to scope and budget. Sarah works across all disciplines including social media, content marketing, web design and development, digital advertising and search marketing.



Rod Folland
Head of digital, health

Rod has 15 years' experience in health communications and combines this with his creative flair and an eye for detail. As a senior member of the Four Health team, Rod guides clients on their media strategy, channel selection and tactical execution, bringing extensive knowledge of both local and global markets.



Samuel Kachikyan
Managing director, performance

Samuel leads the team of Four's digital engineers and incorporates knowledge across core digital disciplines including media planning, buying & optimisation, combined with extensive attribution, analytics, targeting and data modelling experience.



Sam Bremner
Managing director, communications, health

Sam has over 20 years' experience in healthcare marketing and communications, working firstly in brand management roles for pharmaceutical companies and then agency-side. She has specialised latterly in medical education and patient advocacy and is passionate about ensuring that agencies are solutions-driven and work in partnership to meet their clients' objectives.

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Mt Media training
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Po Podcasts	Pe Penetration testing

Companies we have worked with

	
	
	
	

Contact

If you would like to find out more please email campaigns@fourcommunications.com

