

PHARMA EVENT EXCELLENCE

Expertly navigating compliance, engagement and global logistics

ita group®

MEETINGS DESIGNED TO **INSPIRE BETTER OUTCOMES**

A successful strategic meetings management program (SMMP) integrates healthcare industry expertise, audience-aligned experience design, global delivery and data analysis to drive long-term growth and impact.

Excelling at that mix sets ITA Group apart as a strategic partner. We're trusted to go beyond basic event operations, bringing consistency and control to growing global meeting programs.

- ✓ 60+ YEARS OF MANAGING & EXECUTING EVENTS
- ✓ DATA-INFORMED STRATEGY
- ✓ PROVEN PROCESS EFFICIENCIES
- ✓ VERSED IN INDUSTRY CHALLENGES, REGULATIONS & COMPLIANCE
- ✓ LOCAL HEALTHCARE INDUSTRY DESIGNATION (HMCC)

Scalable support from **dedicated experts**

ITA Group's internal Pharma Center of Excellence provides training and development to team members supporting pharma accounts, equipping them with the latest industry insights.

Due to confidentiality agreements, we're unable to disclose client names, but we can share a by-the-numbers snapshot of our pharma/healthcare business.



16
pharma clients

30%
total revenue from pharma and life sciences clients

20+
years of pharma client program management



1,100+
pharma meetings operated in the last 3 years

54K
participants served in the last 3 years (meetings range from 14–2,500 attendees)



50%
of Event Managers and Travel Directors are cross-trained in HCP-attended meetings

90%
of Travel Directors have on-site pharma operations experience

MPIMD
THE MEDICAL MEETING COMMUNITY OF MPI

INDUSTRY CREDENTIALS & LEADERSHIP

ITA Group team members serve in leadership roles on the Meeting Professionals International (MPI) Medical & Healthcare Professionals Advisory Board.
Our pharma event professionals prioritize earning MPI's Healthcare Meeting Compliance Certificate (HMCC).



Purpose-driven experiences and execution

Event management is the backbone of ITA Group's award-winning services. Guided by our data and expertise, you'll be confident knowing the right elements are in place to deliver the best attendee experience and meet your unique regional and global goals.

EVENT EXECUTION

A proven pharma event management model, including strategy, logistics, program management, production and reporting, aligns SOPs and best practices, creating one workflow. This ensures consistency and compliance while offering global scalability.

GLOBAL APPROACH

Team members in North America, Europe, Asia and Australia ensures everyone gets the best support, regardless of where attendees live or your event locations.

EVENT ANALYTICS

In-house event analysts segment audiences, research competition and calculate profitability to show progress against goals. We highlight insights for elevating your events each year.

ATTENDEE ENGAGEMENT

In-person, hybrid and virtual events provide relevant attendee experiences that strengthen your brand connection on a personal level.

TRANSPARENT PARTNERSHIP & COST SAVINGS

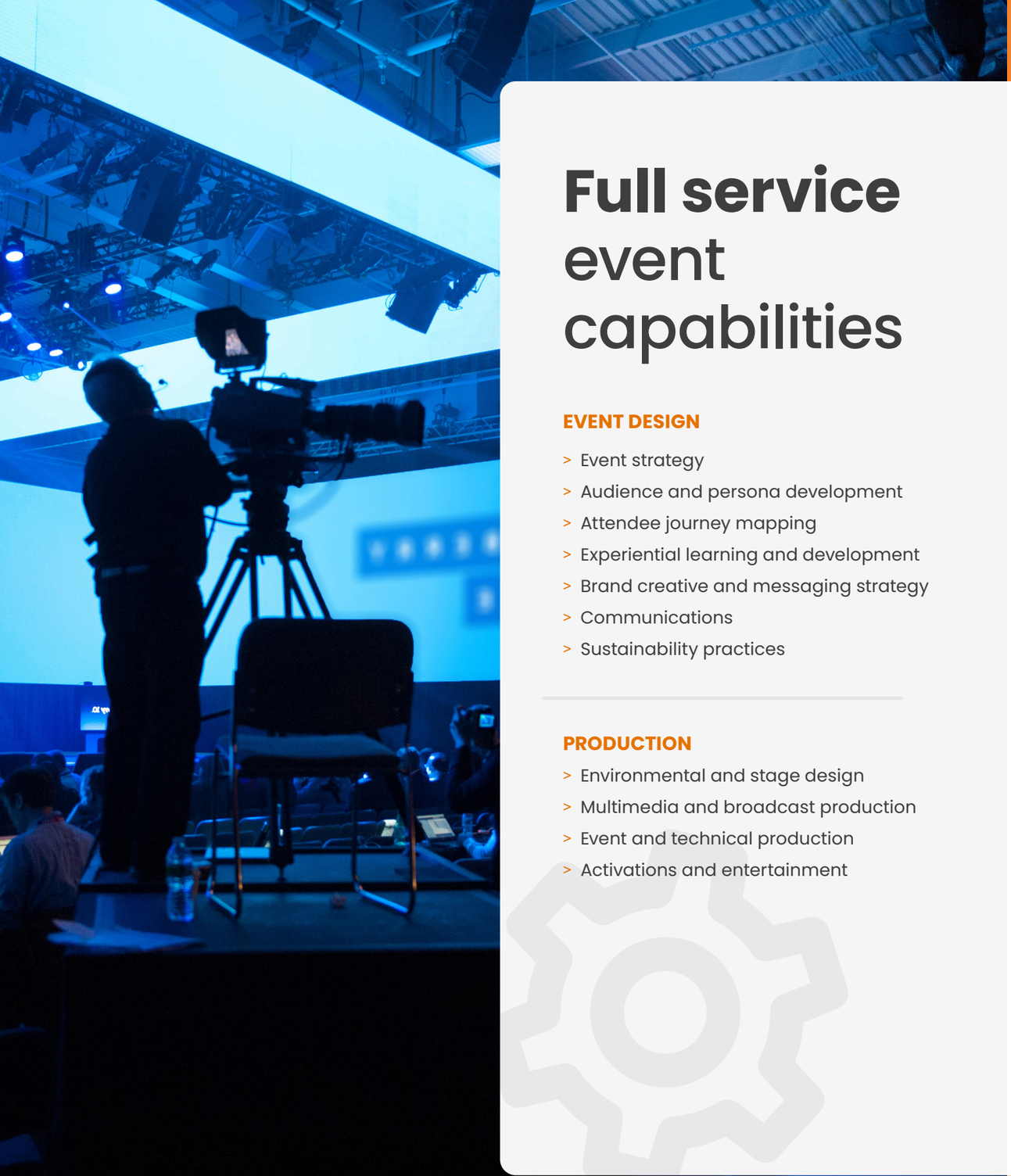
We negotiate on your behalf while being realistic on where to best use your spend. Our team ensures full compliance with industry regulations like meal thresholds, HCP payment guidelines and transfer-of-value reporting, reinforcing trust and protecting your brand.

STRATEGIC FLEXIBILITY

A future-focused model adapts to shifting business needs, product launches and portfolio growth.

SUSTAINABILITY IMPORTANCE

Our internal event sustainability task force identifies and activates opportunities that align with your company's sustainability goals. Thoughtful measures reduce environmental footprints, create positive social impact and improve ROI.



Full service event capabilities

EVENT DESIGN

- Event strategy
- Audience and persona development
- Attendee journey mapping
- Experiential learning and development
- Brand creative and messaging strategy
- Communications
- Sustainability practices

PRODUCTION

- Environmental and stage design
- Multimedia and broadcast production
- Event and technical production
- Activations and entertainment

CONGRESS & SYMPOSIUM MANAGEMENT

- Discovery and consultation
- Financial modeling
- Sourcing and milestones
- Site planning and prospectus development
- Exhibitor Resource Center (ERC)
- Fulfillment and trade show management
- On-site operation
- Surveys, data and reporting
- Financial reconciliation

EVENT MANAGEMENT

- Meetings management (medical, internal, training, incentive travel) and reporting
- Destination/venue sourcing and contracting
- Attendee management
- Event technology
- Event gifting, swag and awards
- Air management
- Security and risk management
- On-site staffing
- Shipping logistics management

CONTENT MANAGEMENT

- Discovery and call for proposals (CFP)
- Session voting/rating
- Speaker communications
- Speaker resource center (SRC)
- Event platform build
- Testing, dry runs and speaker management
- On-site operation
- Surveys, data and reporting
- Media sharing

HCP MANAGEMENT

- Honoraria
- Expense reimbursement
- Contracting
- Compliance reporting

DATA MEASUREMENT & ANALYSIS

- Consultation
- Audience targeting and segmentation
- Data consolidation
- Performance insights

Impactful events with **proven outcomes**

97%
overall decision-maker satisfaction

10-17%
cost savings per meeting

64%
of Event Managers have global planning experience



I see every single day how ITA Group takes on our meetings with such passion and ownership—which just builds upon the reputation we have established as a 'Center of Excellence.' I want to be sure all the individuals in the ITA Group office and on site understand their contribution makes a difference in driving the priorities of our organization. It's an important role all of you play in our success.

—DIRECTOR OF MEETINGS, PHARMA COMPANY

FEATURED CLIENT STORY

How a hackathon activated the event attendee experience

Biotechnology company executives needed their annual summit to support a strategic reset. They had two goals: reclaim a team culture and inspire sales leaders to share accountability on organizational goals.

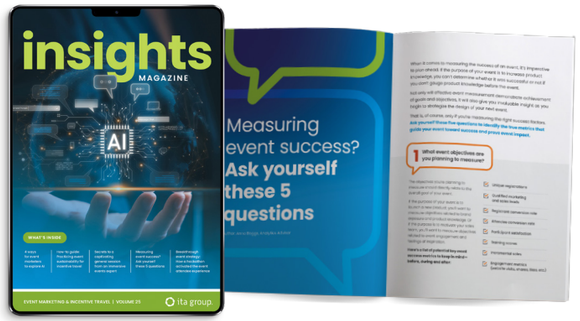
HACKATHON EVENT DESIGN CREATES IMMEDIATE OUTCOMES

A credentialed leadership coach led the ideation workshop designed to maximize in-person connections. Team-based immersive activities uncovered “quick win” solutions and sales leaders then pitched their proposed ideas.

With the help of a post-hackathon coaching session, executives created an action plan based on the proposed ideas. They announced immediate changes that benefited sales leaders and supported the company’s goals.

RESULTS

- **Empowered sales leaders who felt heard through the process**
- **Strengthened connections among participants across leadership levels**
- **Demonstrated sales leaders’ willingness to act on top priorities**
- **Executive team modeled ownership and accountability**



Read more breakthrough event strategies in our Insights magazine

VIEW THE MAGAZINE

The path to a strategic partnership **begins today**

Leading pharmaceutical brands see significant results year after year after implementing ITA Group's client-centric event management solution.

20%
increase in KPIs

88%
reduction in nonconformities

100%
of SLAs met

There were so many moving pieces, details and last-minute decisions involved in bringing this program to life, and [ITA Group] handled them with such professionalism and care. It is truly a breath of fresh air to have such an incredible MMC to partner with, in the truest sense of the word.

—PHARMA MEETING MANAGER

A PARTNER THAT FITS YOU, BECAUSE WE'RE BUILT AROUND YOU

Our clients benefit from tailored solutions, transparent budgets and open communication. Realistic recommendations aim to achieve your brand's goals.

CUSTOM AT SCALE

We're built to deliver fully customizable solutions, even for complex, enterprise-level needs.

FLEXIBLE TECHNOLOGY OPTIONS

We use the right tools that fit your goals, without pushing proprietary platforms.

BUDGET TRANSPARENCY

No hidden costs, no surprises. Just clear, upfront financials and ROI-focused guidance.

TRUE PARTNERSHIP

We're proactive, responsive and always within reach.

EMPLOYEE-OWNER MINDSET

Every person you work with has a stake in your success, because we're 100% employee-owned.

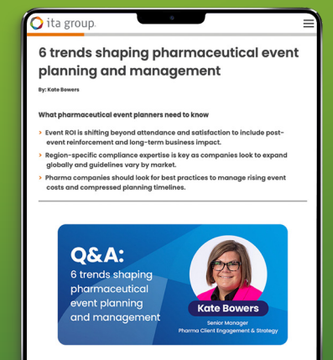




EXTEND YOUR TEAM WITH SPECIALIZED PHARMA EXPERTISE

Agile and experienced pharma meeting professionals understand industry regulations, HCP engagement and pressure to prove event ROI.

Learn more in our blog post



We're ready to transform your meetings from compliance challenges into strategic opportunities

- Congresses
- User conferences
- Sales events
- Expos and trade shows
- Product launch events
- Employee and corporate events
- Marketing events
- Incentive travel
- Virtual events and meetings
- HCP/KOL meetings and advisory boards

Let's talk—**itagroup.com**

ita group®

ITA Group® and the ITA Group logo are registered trademarks of ITA Group, Inc. All rights reserved.