



Pharma event excellence

Expertly navigating compliance,
HCP engagement and global logistics

SMM designed to delight your attendees

It takes the right combination of expertise, insights and scalability to drive long-term growth and impact.

Having that mix is what sets ITA Group apart as a strategic global partner. We go beyond basic event operations to offer customized experiences, client-centric and responsive services, and a future-focused approach.



60+ years of managing and executing events



Dedicated pharma team that understands industry challenges, regulations and compliance



Local healthcare industry representative (HMCC)



Proven process efficiencies

ITA Group's Pharma Center of Excellence

ITA Group's internal Pharma Center of Excellence provides training and support to team members supporting pharma accounts, enabling our team to offer strategic recommendations.

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.

Pharma business

11

pharma clients

30%

total revenue from pharma and life sciences clients

20+

years of pharma client program management

Pharma meeting size

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)

Pharma expertise

50%

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

90%

of Travel Directors have on-site pharma operations experience



Paving the way for pharma meetings

ITA Group has chaired members on the Meeting Professionals International (MPI) Medical & Healthcare Professionals Advisory Board and sit on several other associations and corporate advisory boards.

Purpose-driven experiences and execution

Event management is the backbone of what ITA Group does. Guided by our data and expertise, you'll be confident knowing the right services 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 event location.

Event analytics

In-house event analysts segment audiences, research competition and calculate profitability to show progress against goals and 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 and cost savings

We negotiate on your behalf while being realistic on where to best use your spend. We ensure 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 to reduce environmental footprints, create positive social impact and improve ROI.





Our event management capabilities

Event design

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

Sponsorship 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

Production

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

Event management

- > Medical meetings management 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

Data measurement and analysis

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

Impactful events with proven outcomes

64%

of Event Managers have global planning experience

10–17%

cost savings per meeting

97%

overall decision-maker satisfaction

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



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 with ITA Group's client-centric event management solution.

88%
reduction in
nonconformities

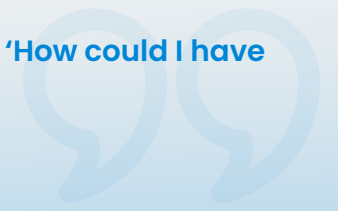
20%
increase
in KPIs

100%
of SLAs met

12-20%
annual savings

Here is what I thought throughout the entire process. 'How could I have EVER done this meeting without ITA Group?'

—MANAGER, CAPABILITIES & PROCESS IMPROVEMENT, PHARMA COMPANY



When you talk, we listen

Our clients benefit from tailored solutions, transparent budgets and open communication, so you always know where you stand and who's standing with you.

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.

A partner that fits you, because we're built around you.

→ Learn about what sets us apart at itagroup.com



We're ready to help unify your events with scalable global support and regional expertise

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

