



### APAC Satellite Symposium

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#### Background

Following a recent label change to a leading product, a global pharmaceutical company had out-licenced this product in Asia through a partner company. They therefore wanted to present the latest data in relation to this revised label as well as data on the clinical experience of the product in Asia at an upcoming conference. Prism Ideas had successfully organised two previous scientific symposia for the company and so the Client approached Prism to provide a third.

#### Challenge

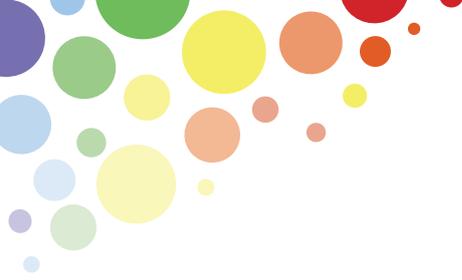
Organising a symposium in a condensed timeframe with shared responsibilities between companies has its challenges; from logistical aspects such as multiple stakeholder liaison and approvals, and organising speaker travel and hotel requirements, to editorial challenges with speaker preparation, slide development, and approval. This symposium posed further challenges as a key speaker was unable to attend the meeting a matter of days before the presentation was due to take place.

#### Solution

The team at Prism utilised existing relationships with Key Opinion Leaders to organise a symposium chaired by both local and global leading experts. Prism worked closely with the speakers on the scientific slide set, ensuring compliance as well as the quality of content. From the initial storyboard to the show file, Prism Ideas focused on providing a high-quality presentation both in appearance and content. Both Client and speaker approval was important at every stage, and with a focused Prism Ideas team, the presentation was approved without delay.

Prism Ideas was able to help the Client further by providing an in-house promotional copy review and compliance sign off team. As a result, a comprehensive list of symposia deliverables were developed, laid out, signed-off, and printed by the Prism Team before being shipped to the meeting. The Prism team acted swiftly when one of the speakers was unable to attend the meeting, providing a replacement speaker and producing and signing off amended materials without delay. With these details taken care of, the Client was able to focus on ensuring that the end goal was reached.

Prism also organised a pre-meeting dinner at a highly recommended local restaurant to assist in building relationships between the Client and the speakers, as well as to further discuss the meeting details face-to-face.



A dedicated Prism team worked remotely to ensure the smooth running of all logistical aspects while keeping costs to a minimum for the Client. Prism Ideas also capitalised on its global network of resources to provide a local Medical Writer, further reducing costs for the Client. At the meeting itself, a Senior Pharmaceutical Physician from Prism as well as the local Medical Writer were on hand to focus on the presentations and data as well as take care of any queries from the Client.

*The Client was pleased with the overall outcome and was extremely happy with Prism Ideas for both the organisational and editorial aspects of the meeting.*

### **Conclusion**

The symposium was attended by a large number of clinicians, resulting in a very successful meeting for the Client. With focus maintained, and logistics organised by Prism Ideas, the event went smoothly and the meeting objectives were met. The Client was pleased with the overall outcome and was extremely happy with Prism Ideas for both the organisational and editorial aspects of the meeting.