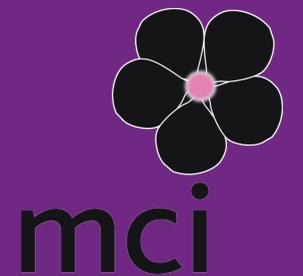
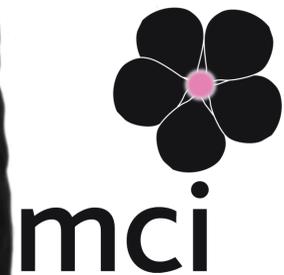


La regionalización de los eventos de Farma

Sergio Ventura



Acerca mio



Una mirada hacia MCI



31

Países



62

Oficinas



2,800

Empleados



5,100

Proyectos



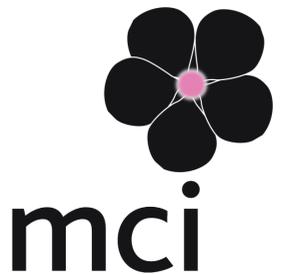
345M

Volumen de ventas / €

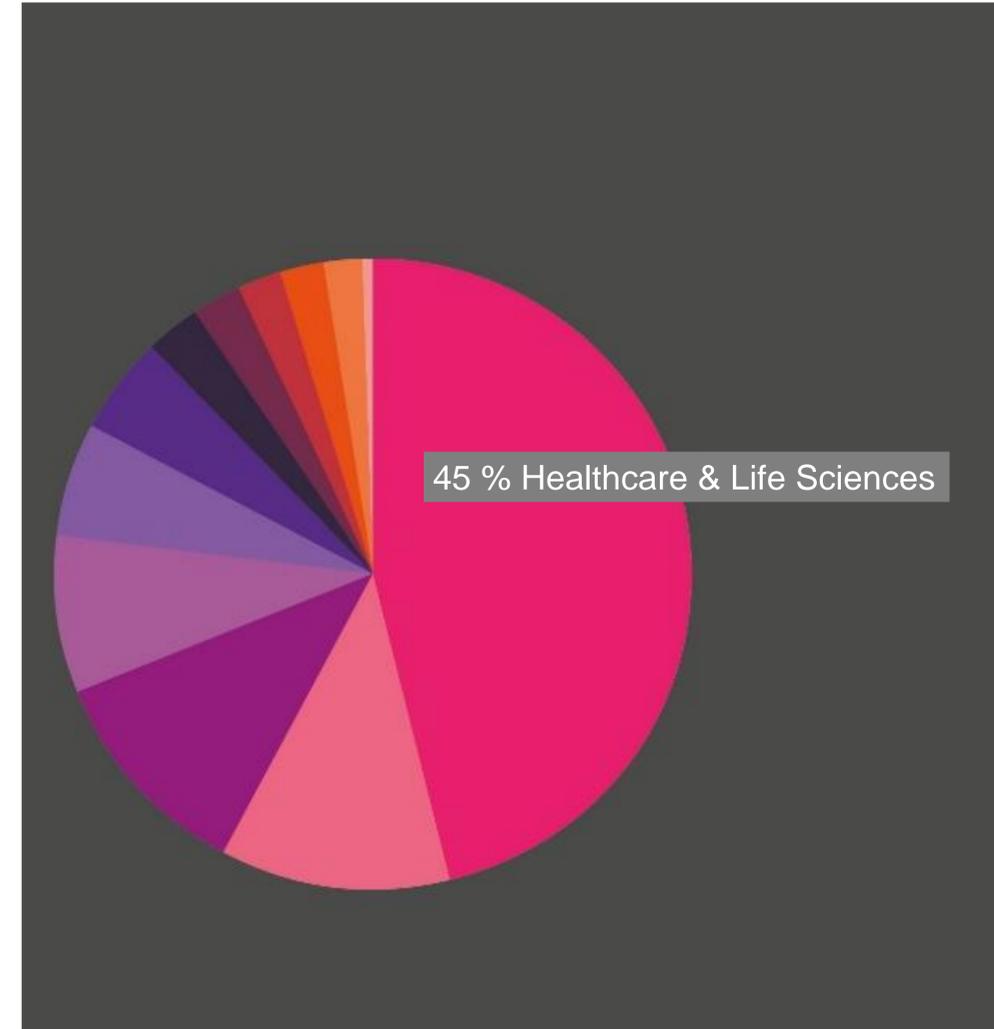
Una mirada hacia MCI

Una compañía global, rentable y con unos fundamentos sólidos.

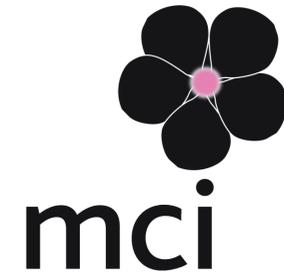
MCI es una compañía de capitales privados con sede en Ginebra, Suiza. Nuestros 1,900 profesionales trabajan en 60 ciudades y 31 países con clientes oriundos de Europa, las Américas, Asia-Pacífica, India, Oriente Próximo y África.



Que hacemos para la industria de la salud:



HEALTHCARE FIGURES	Number of events
(globally - worldwide)	
██████████	2511
Congress Attendance	368
External incl. AdBoards, Investigator meetings etc. (including HCPs)	952
Internal	631
Medical Congress (PCO) & Association Management	548



Cientes por Industria

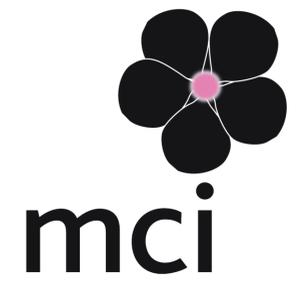


MCI en la Industria Médica





BASADO EN ARGENTINA COORDINA TODA LA
OPERACIÓN DE LATINOAMERICA A TRAVES DE
ALIADOS REGIONALES Y OFICINAS DE MCI





Sergio Ventura
LATAM Director de Meetings and Events

MCI OFFICES: ARGENTINA- BRAZIL

Jaime Salazar
Nytro Marketing Mexico



Gilberto Chaves
Gerente General – Masco. Centro América



Paula Peña
Gerente General – Creare. Colombia



Cristina Jácome
Gerente General CEO- HAND Comunicación. Ecuador



Yolanda Perez
Gerente General - Agencia 360. Perú



Marco olivos
Gerente General – Rocket. Chile

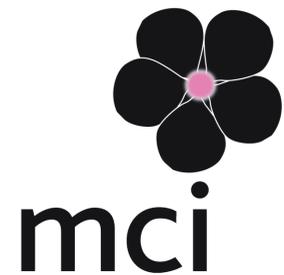


Lourdes Alanis
Gerente Grupo Elis. Uruguay

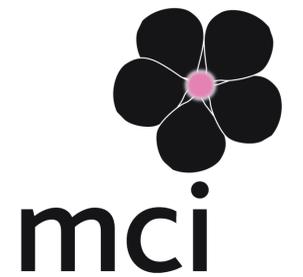


¿cómo lograr engagement de audiencias en diferentes mercados?

DEFINIR ENGAGEMENT



- Entender la cultura del laboratorio.
- Analizar el target de los participantes
- Identificar a los que toman las decisiones.

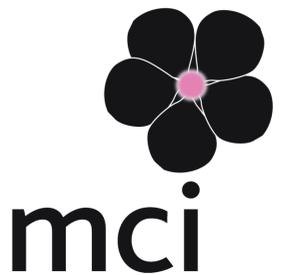




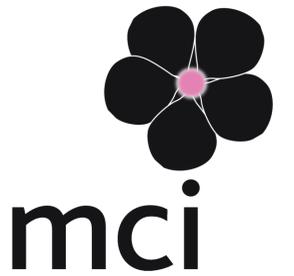
**ADAPTARSE A LAS CULTURAS
LOCALES EN UN MARCO GLOBAL**
Estrategia de Eventos Centralizados

¿Qué es un **Manejo Estratégico de Eventos**?

- Es una forma **estratégica** de planear las activaciones y eventos que su laboratorio ejecutará en los próximos años, el cuál requiere establecer procesos, inversiones, volúmenes, estándares de calidad y proveedores con los que se trabajarán, con el objetivo de alcanzar un **ahorro** significativo, **mitigación de los riesgos** y mayor **calidad de servicios**.

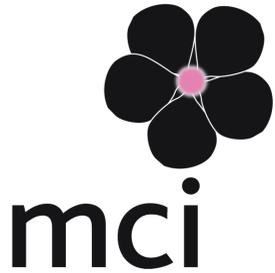


CONSOLIDAR

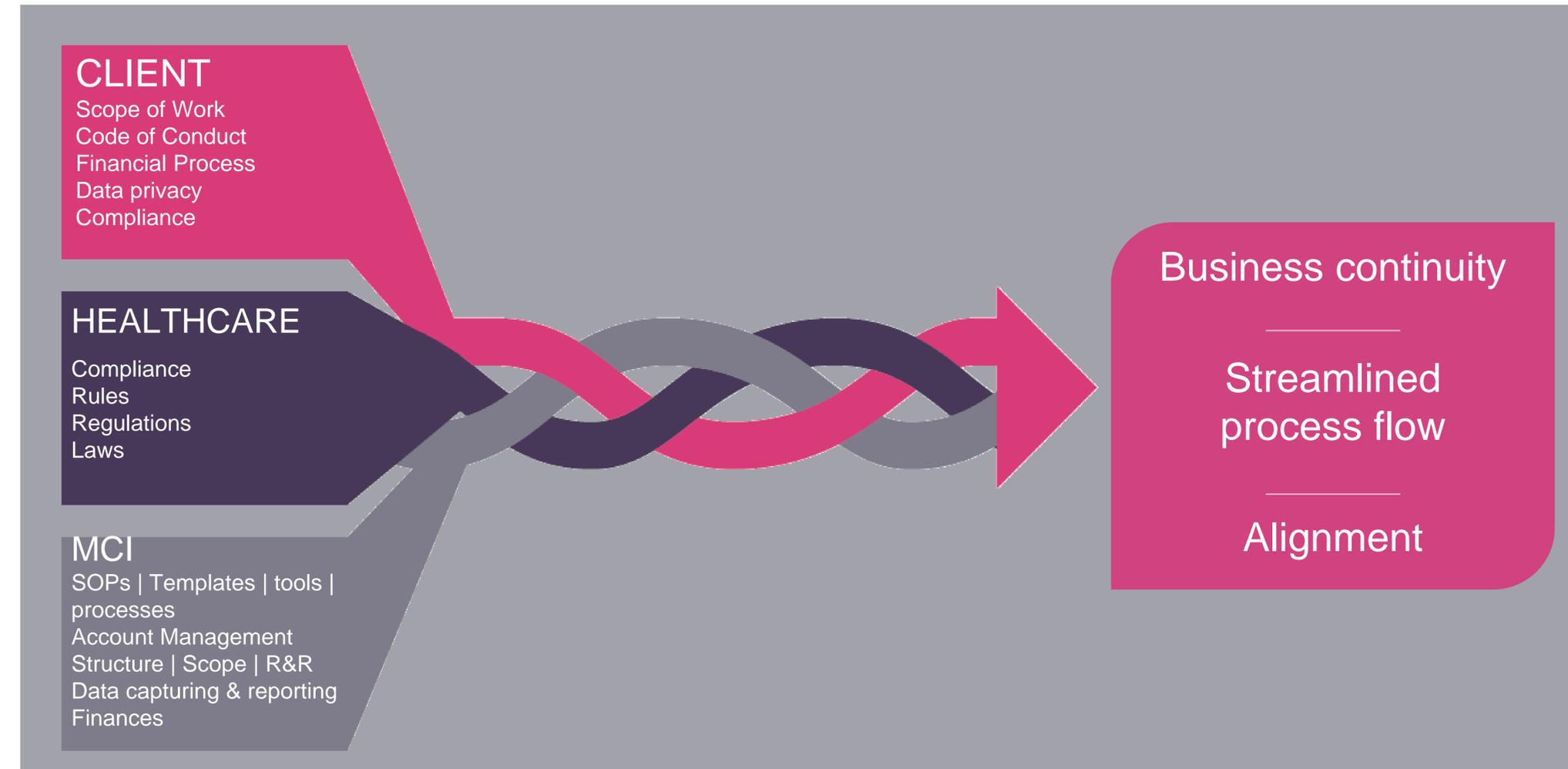




Full Meeting Management
Implementation

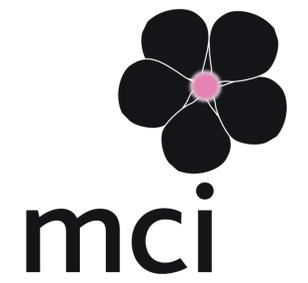


Deliver: plan, train, clarify, roll out

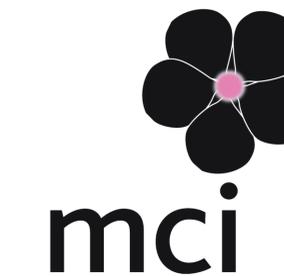
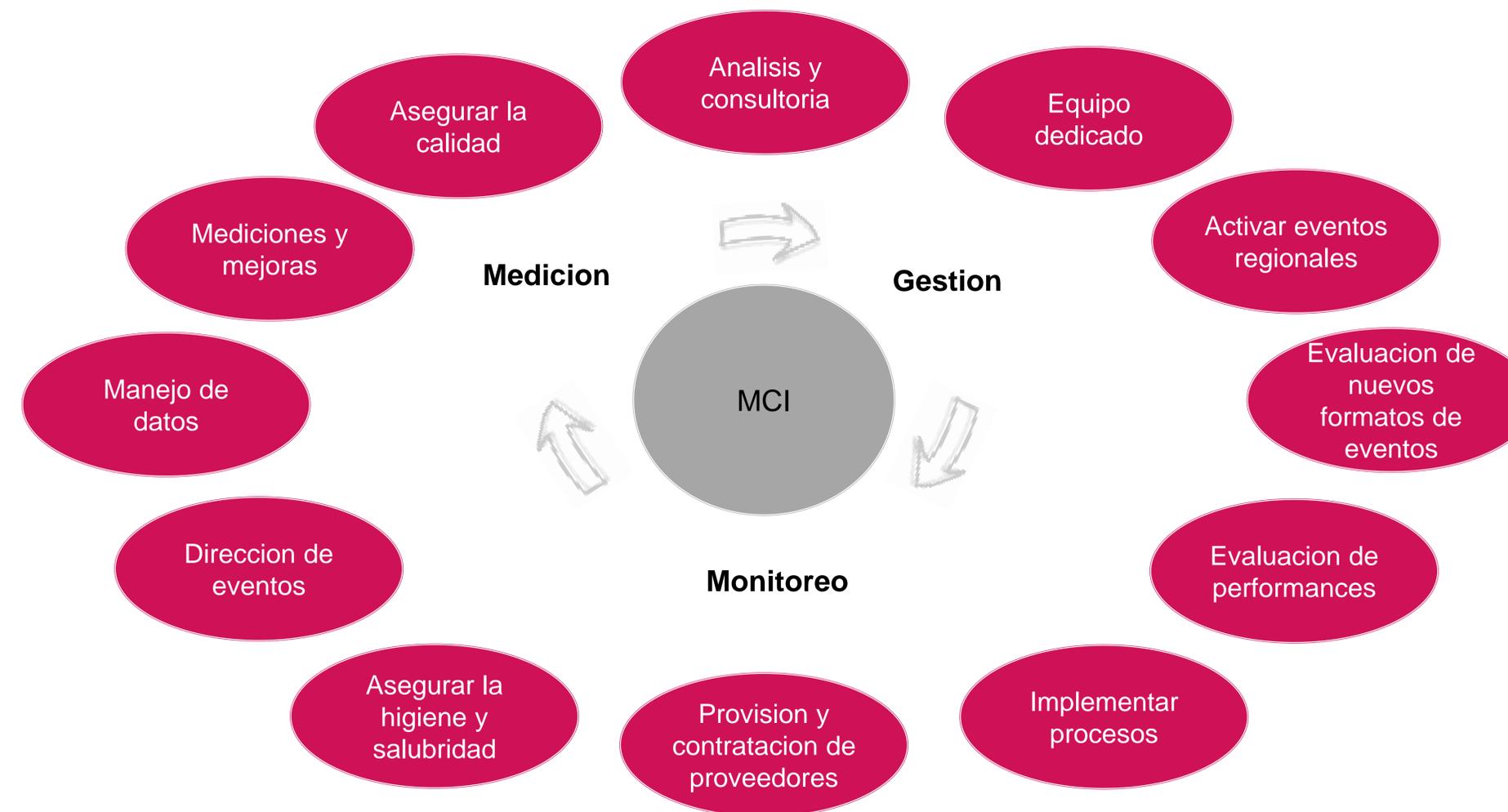




Nuestra
Solución

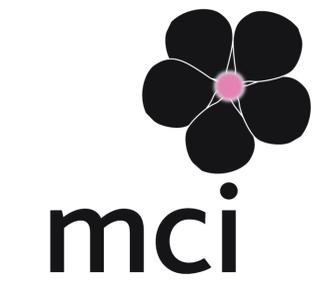


Manejo de Eventos y Activaciones





Un equipo
dedicado



MCI account management

Experiencia al cliente



ENTENDER



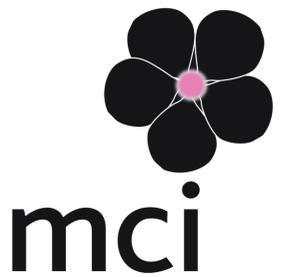
DISEÑAR



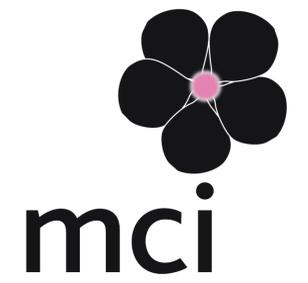
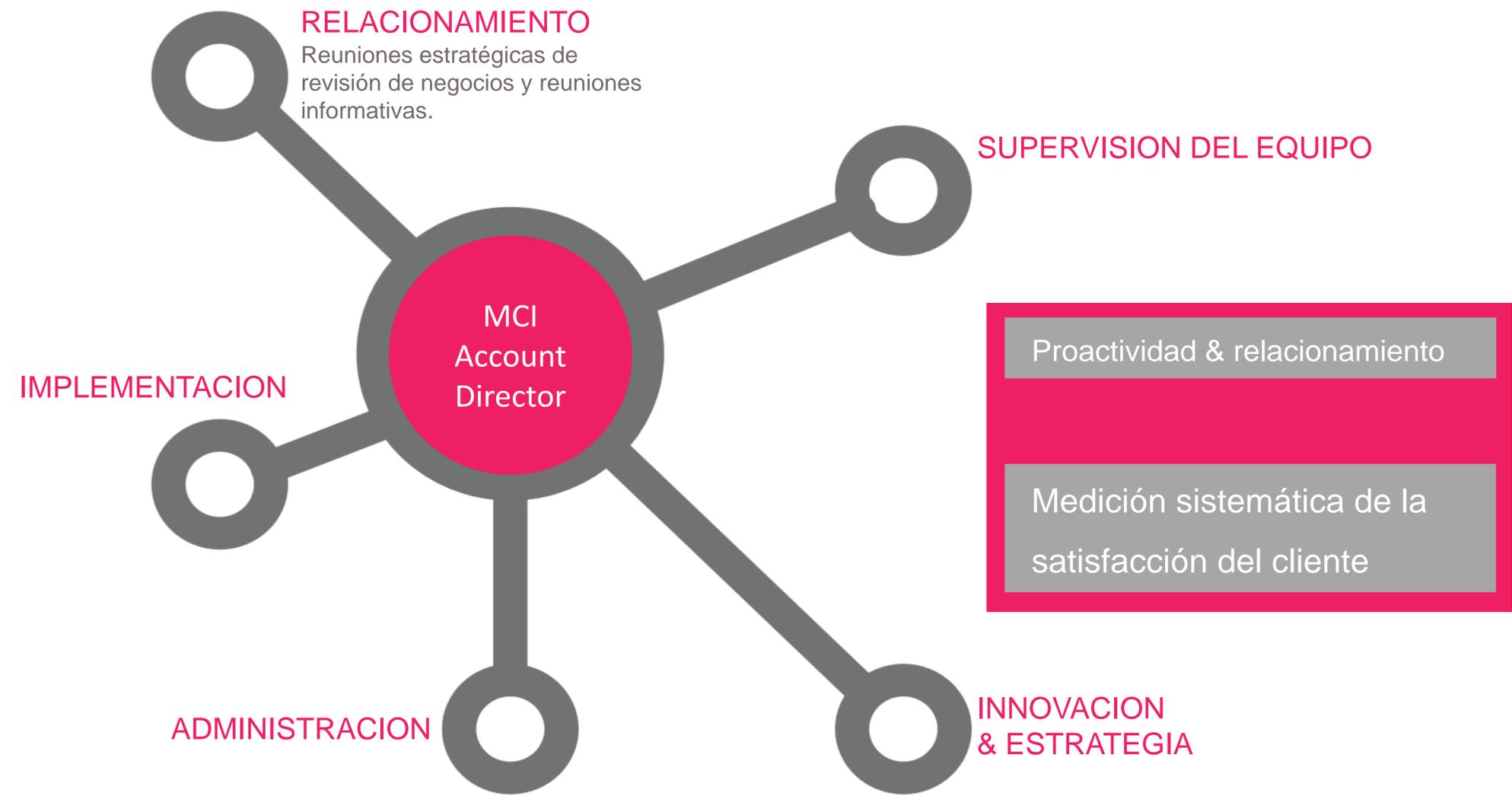
ENTREGAR



OPTIMIZAR



MCI account management



Estructura del equipo de MCI

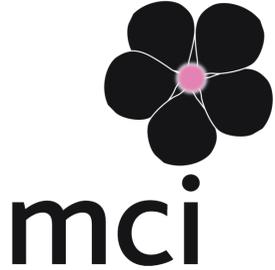
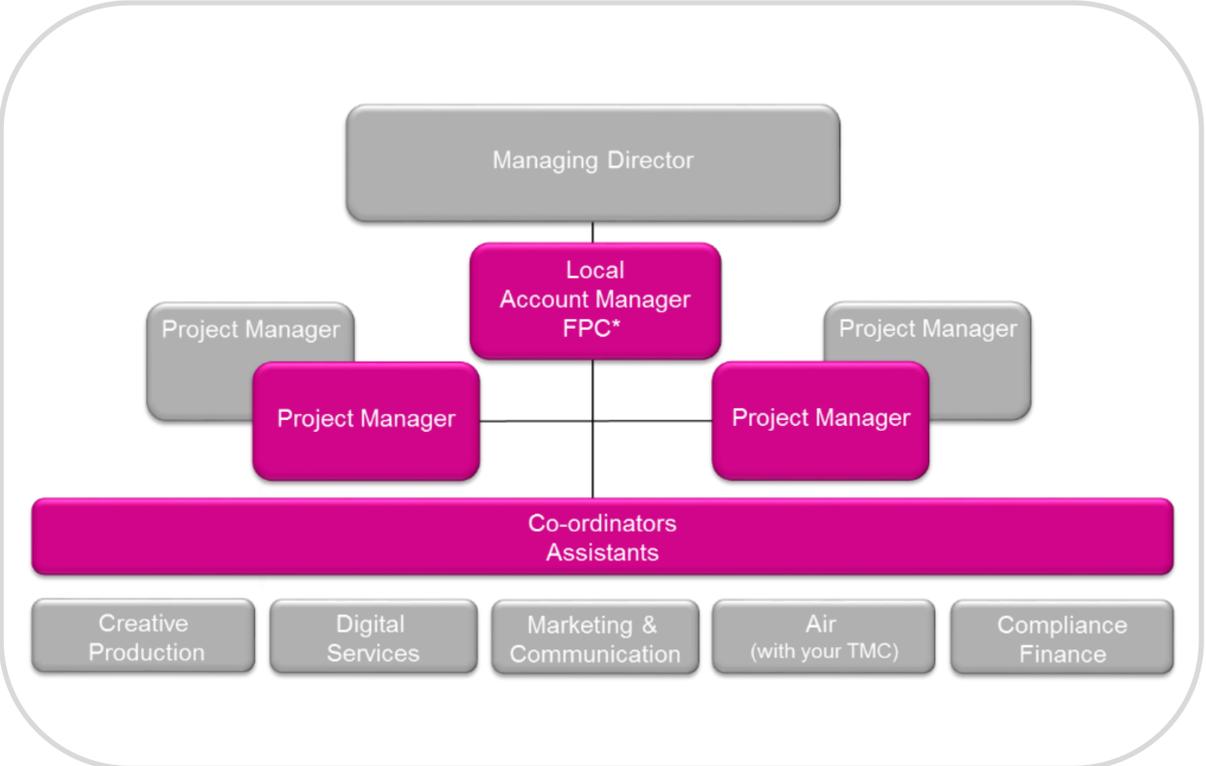
Local MCI Account Manager /
Senior Project Manager
5-8 años de experiencia

Project Manager
3 años de experiencia

Project Coordinator
1-2 años de experiencia



El número de talentos depende del volumen real de negocios. A modo de ejemplo:



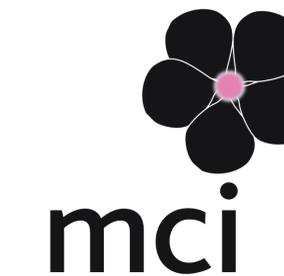


Procesos logísticos



Operaciones

Capacidad de escalar volumen

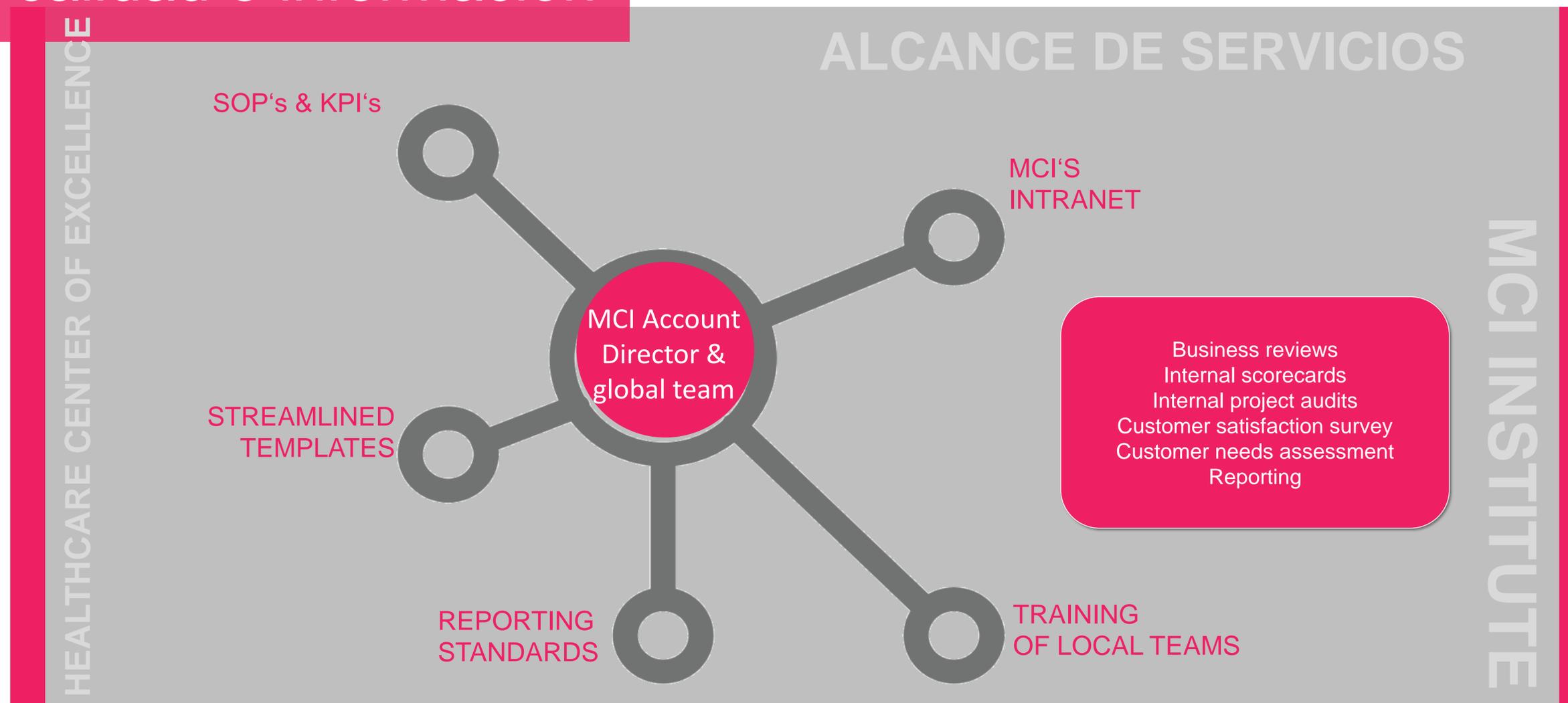


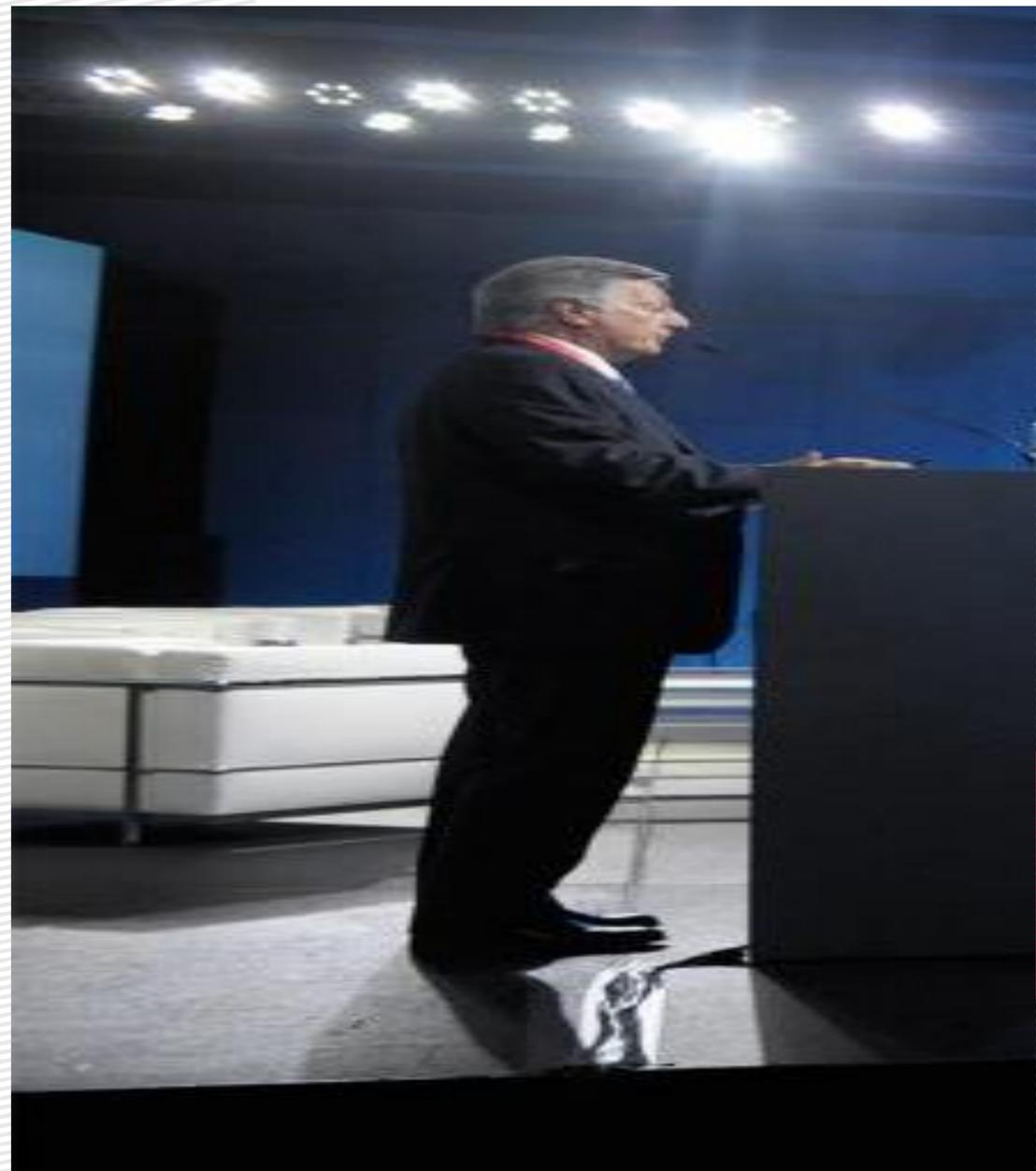


Control de calidad



Monitoreo de estándares de calidad e información

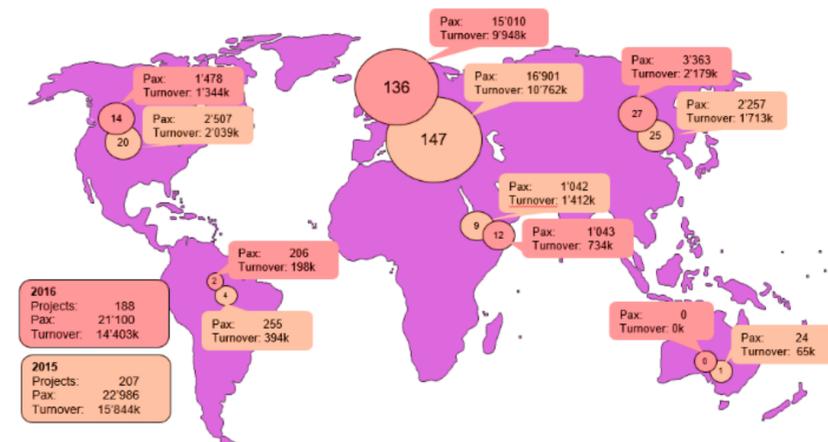




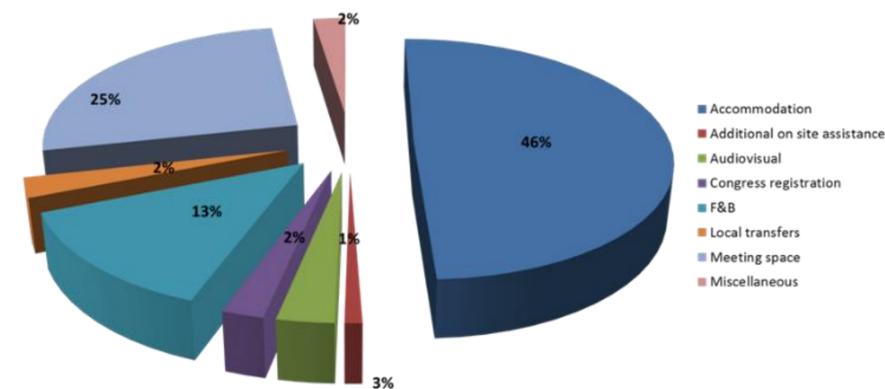
Medición
del ROI

Ganar visibilidad

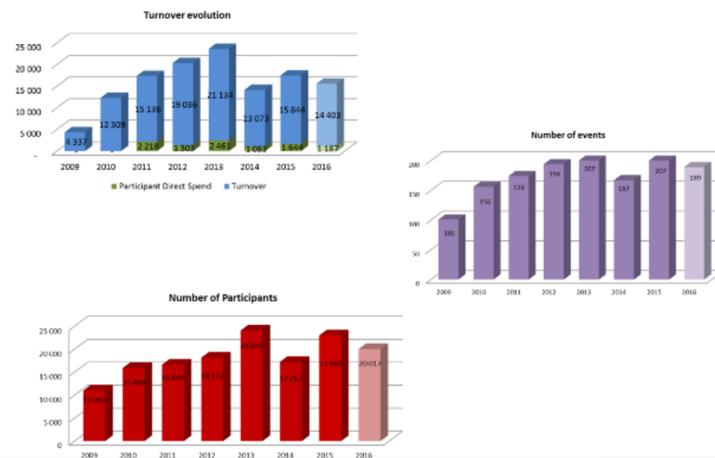
Actividad y gasto por zona geográfica



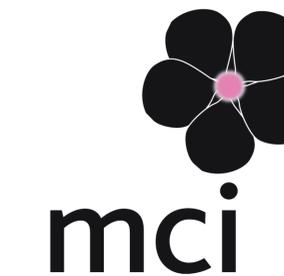
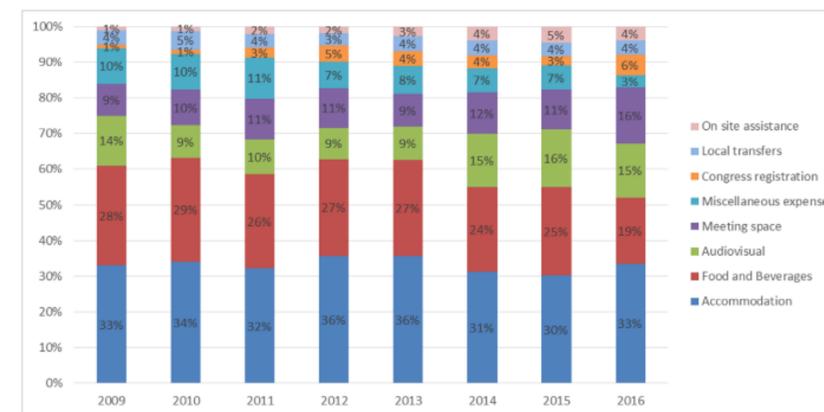
Gasto por categoría



Comparación año a año



Gasto por categoría



KPI Ganar visibilidad

Revision anual

Rating MCI Performance

Please rate MCI's performance in the following areas and use the space provided for specific examples and comments. (Recommended: Give client copy of key)

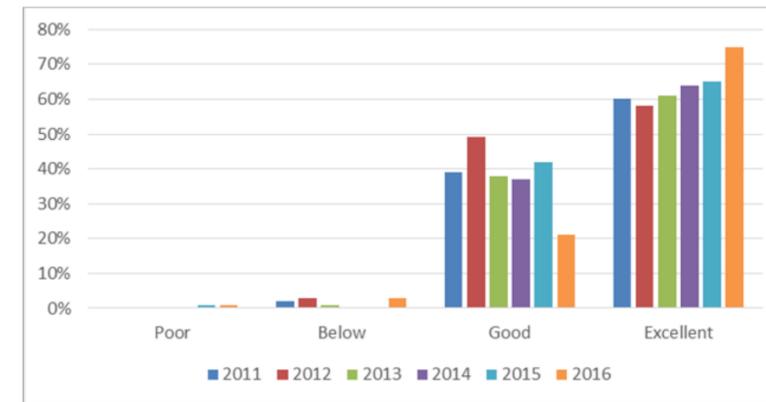
Rating System:
 5 = Surpasses expectations
 4 = Sometimes surpasses expectations
 3 = Meets expectations
 2 = Rarely meets expectations
 1 = Fails to meet expectations

COMMUNICATION:

11. Does MCI communicate proactively?	5	4	3	2	1
12. Is MCI's communication style effective?	5	4	3	2	1
13. Does MCI update you as necessary?	5	4	3	2	1
14. Does MCI respond to your requests in a timely manner?	5	4	3	2	1

15. In terms of communication, what does MCI do well?
 16. How could we improve our communication style/process?

Performance vs. SLA's



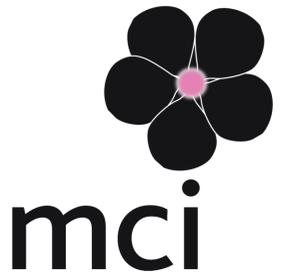
Testimoniales

Dear Claudia,

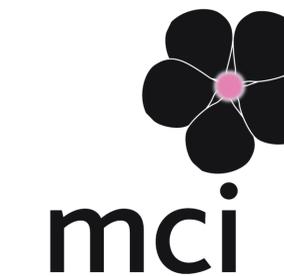
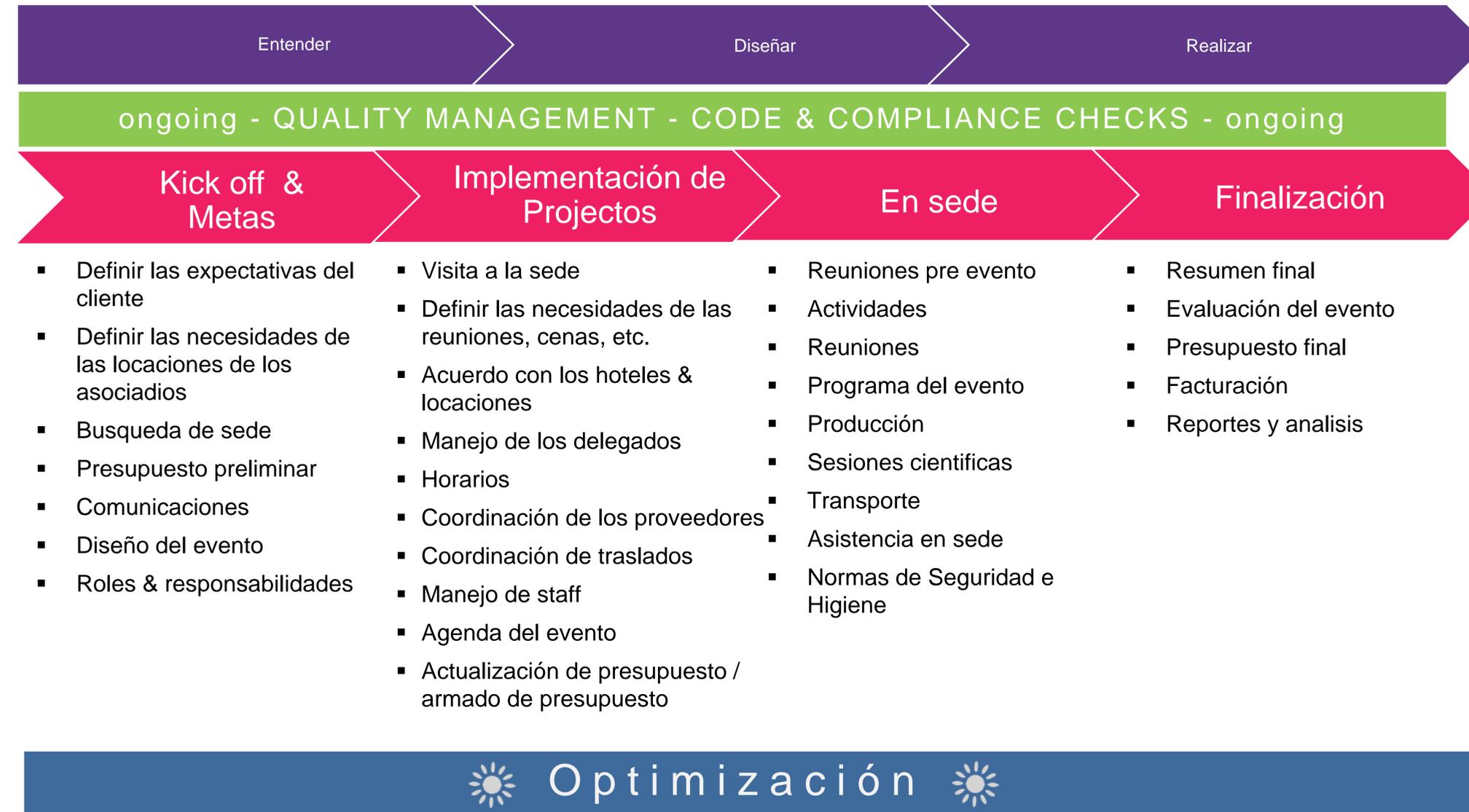
I just wanted to echo Michele's comment. We are greatly impressed by the fantastic job that Ines and Florent has done for our meeting, which is absolutely outstanding. I would in particular commend their flexibility, can-do attitude, and exceptional hospitality they have demonstrated during the entire meeting. We are truly looking forward to working with this team again in the near future.

Regards
 (Brand Director)

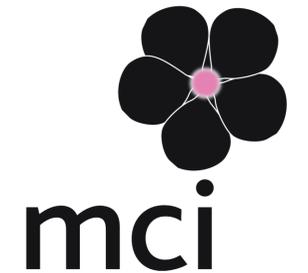
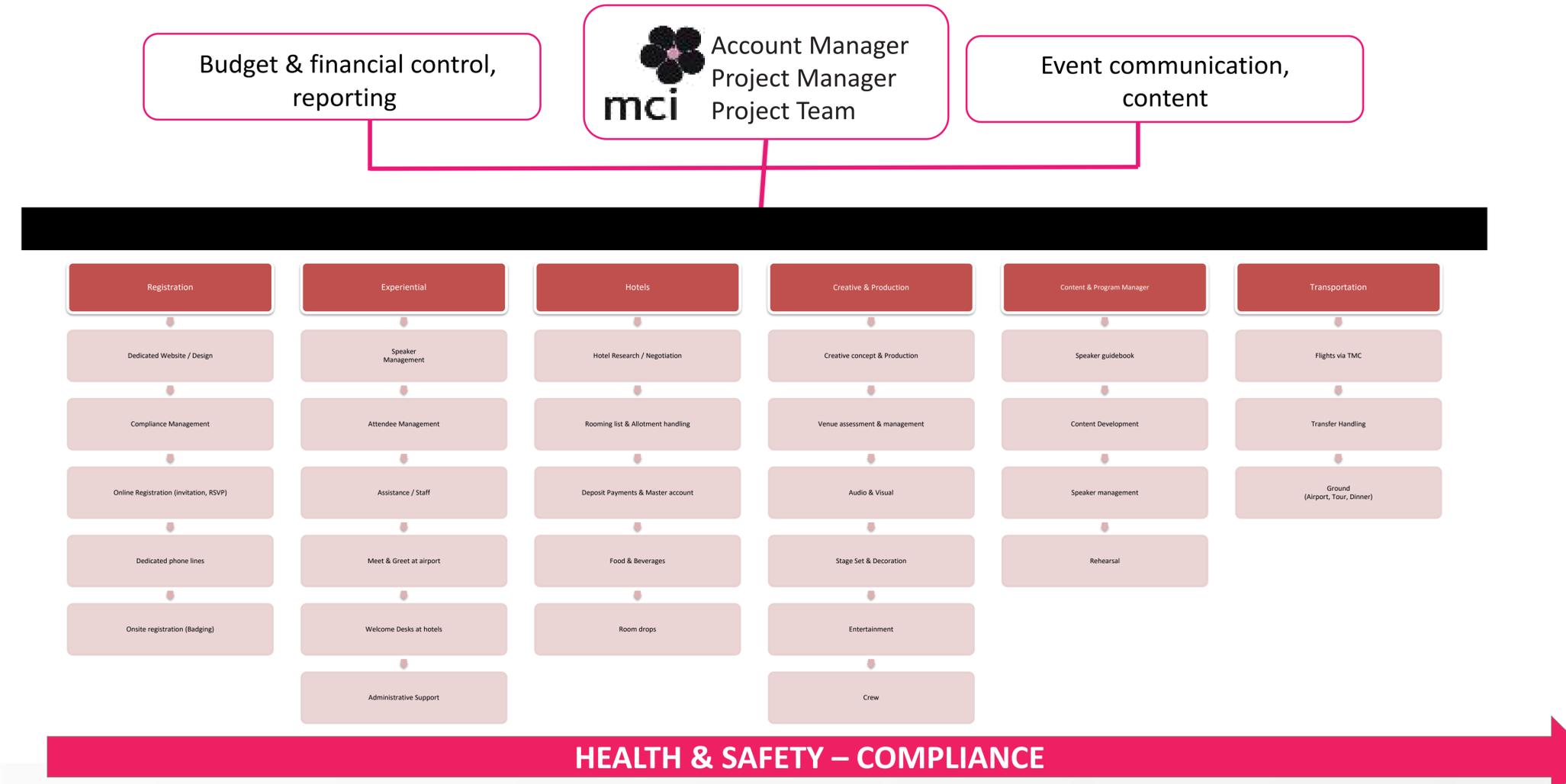
NPS: Customer Satisfaction



Como organizamos el proceso de eventos:



Event flowchart



Reportes

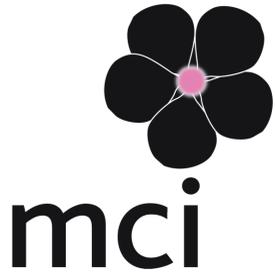
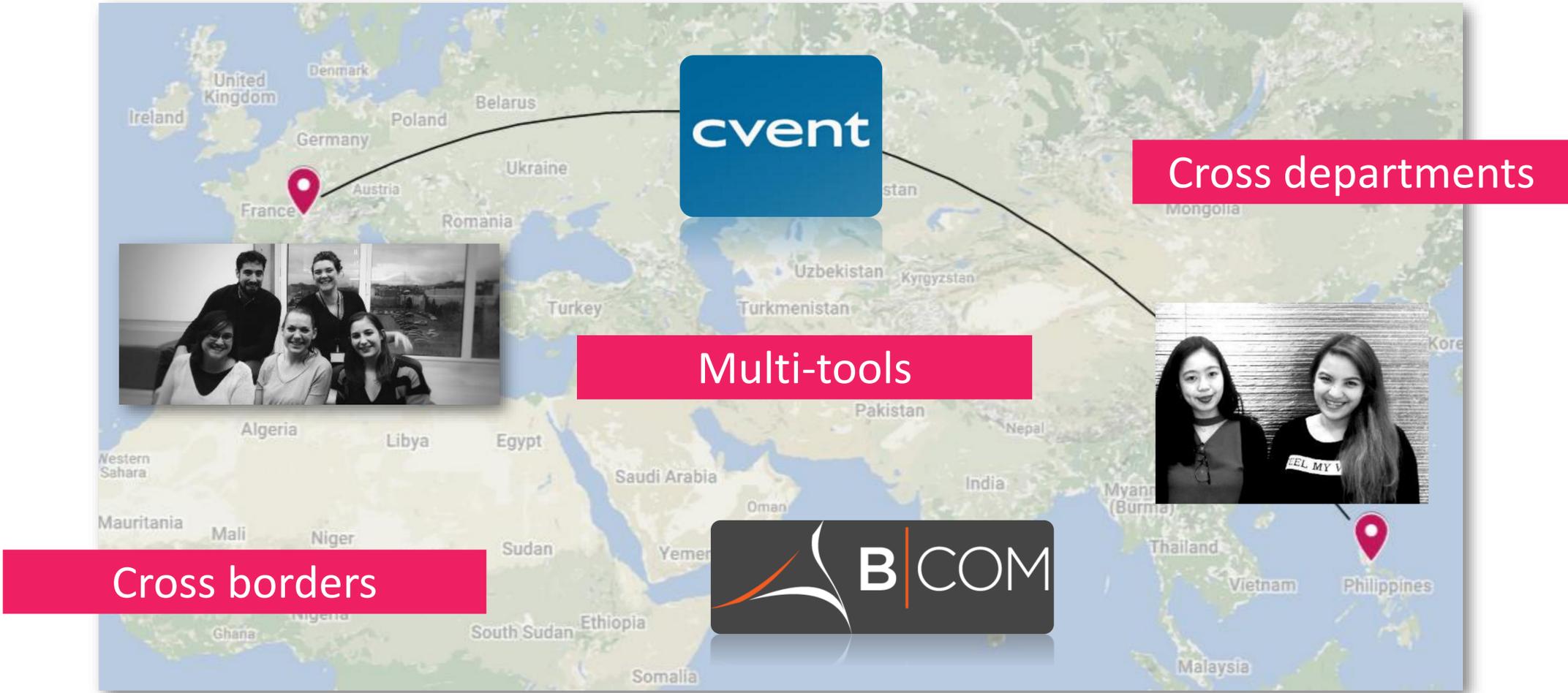
- Facturación por tipo de evento, trimestre y mes
- Eventos solicitados, entregados y cancelados
- Volumen de negocios por unidad de negocios
- Análisis de costos de terceros por categoría de gastos
- Ahorro de costos (base mensual)
- Ahorro de costos por categoría de ahorro
- Facturación



La tecnología como aliada



Our Approach



Asegurar normas de
Compliance



Compliance with applicable laws

Commit

MCI does not tolerate bribery or corruption. As signatories of the UN Global Compact we are committed to acting ethically in all aspects of our business, maintaining and improving the highest standards of honesty and integrity. It is part of our core values, and we firmly support international and local efforts to eliminate corruption and financial crime.

1

Assess

Annual integrated risk assessment for all offices.



2

Define

Implementation developed based on UN Global Compact Framework.

Clear policy integrated into supplier and employee management.

3

Train

Compulsory education and assessment for management and all staff on data privacy, laws and regulations.

4

Manage

Ethics committee oversee process and ensure performance, improvement and escalation procedures.

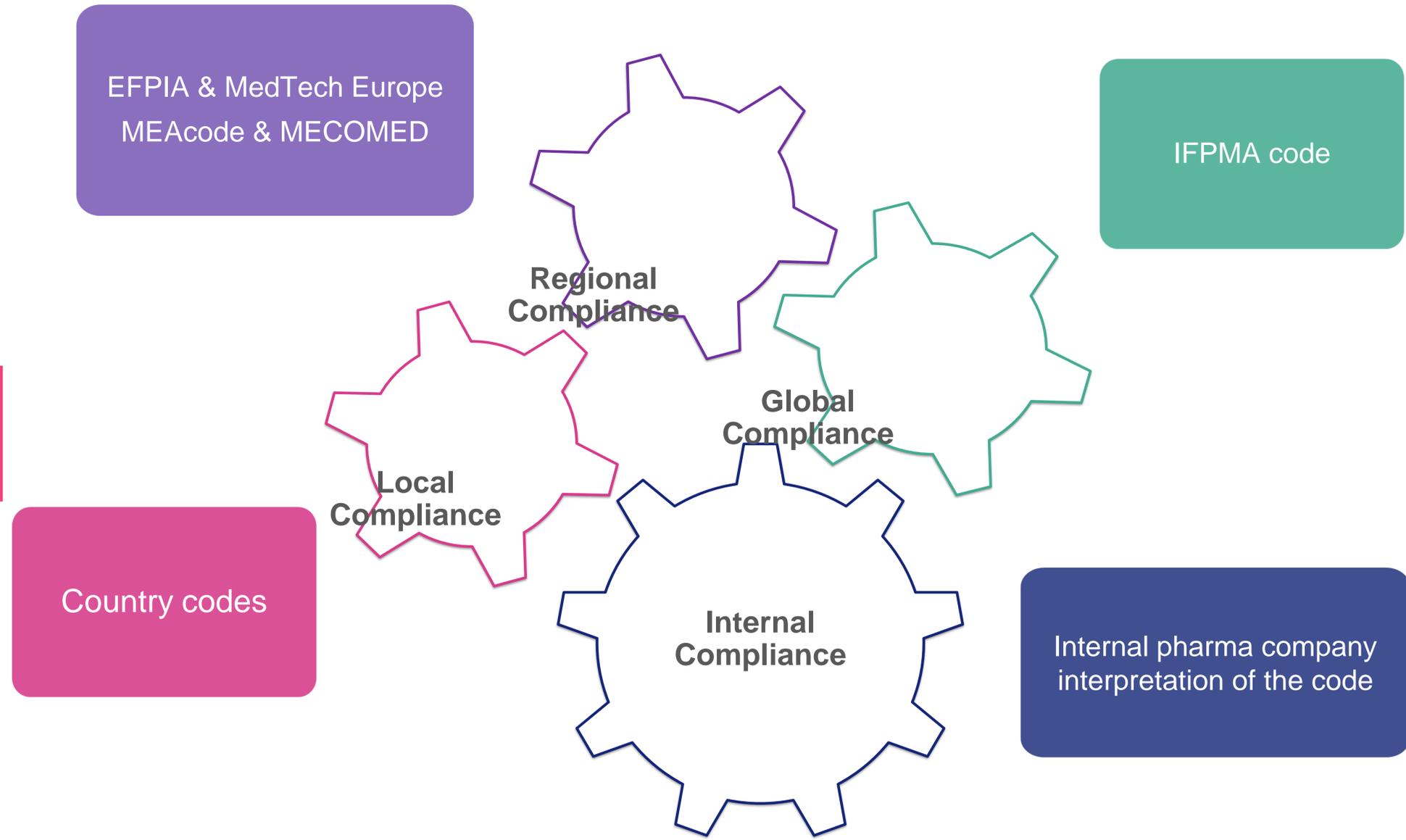
5

Communicate

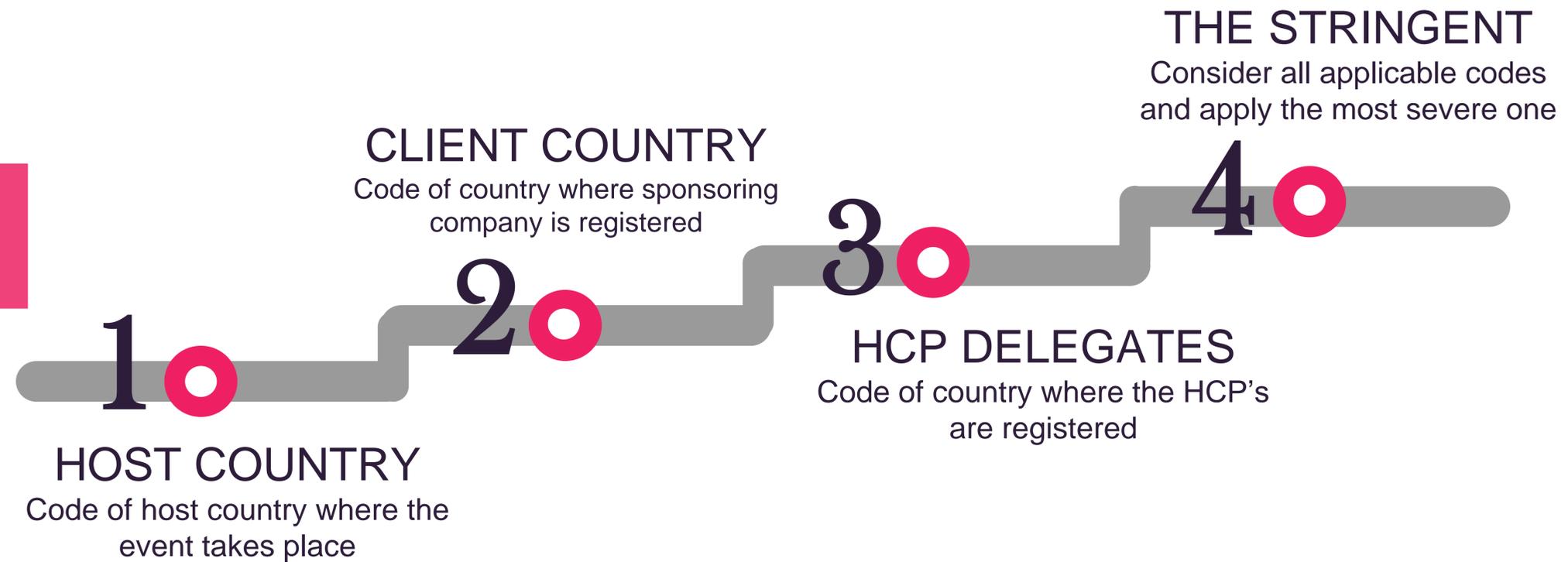
Dedicated Ethics Centre of Excellence created on MCI intranet to share knowledge, raise awareness and communicate progress.

6

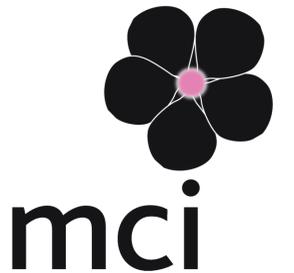
Cumplimiento del Compliance



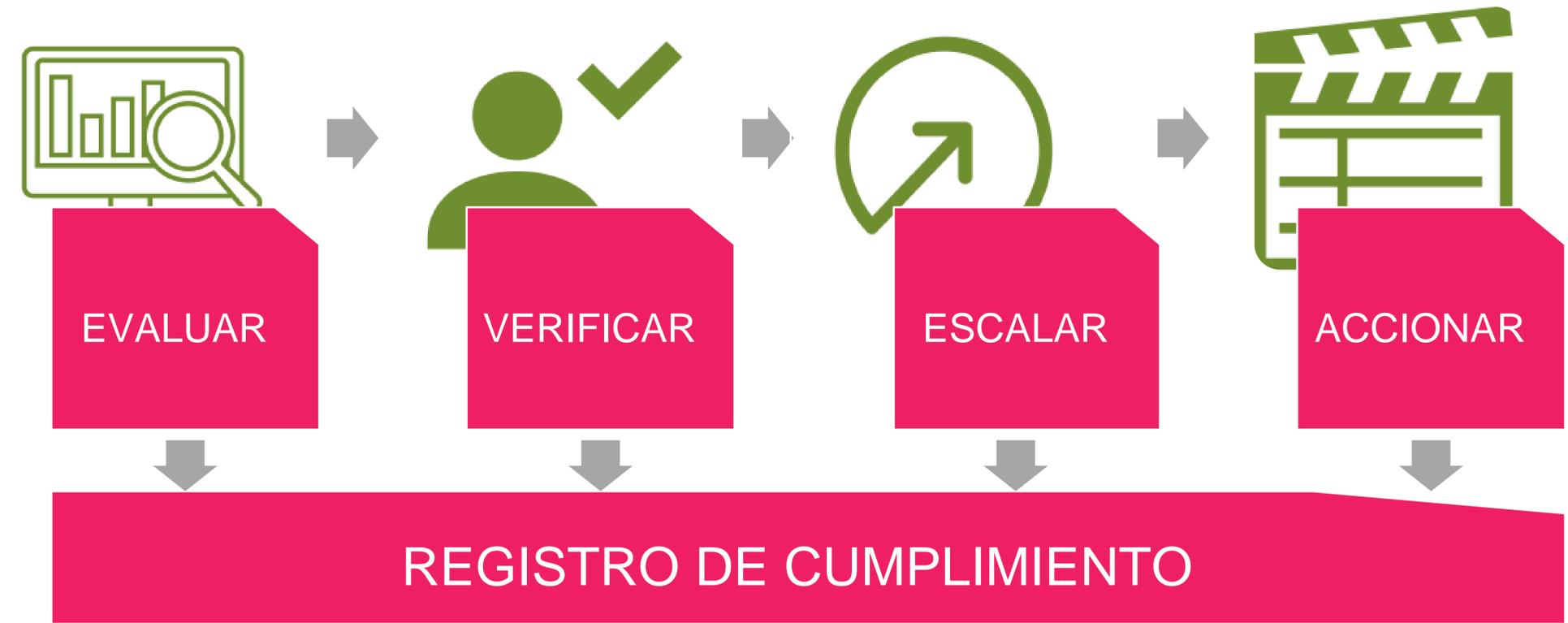
Entorno regional



Codigo interno de cada laboratorio y de cada pais



METODOLOGIA DE COMPLIANCE DE MCI



The image is a horizontal composition. The left side shows a blurred night cityscape with light trails from cars in shades of red, orange, and blue. A vertical strip with a fine grid pattern separates this from the right side. The right side shows a clear night view of a modern city skyline. A prominent feature is a tall, slender tower with a series of glowing, circular, perforated sections. Other skyscrapers with lit windows are visible in the background under a dark blue sky.

Sustentabilidad

Sostenibilidad: People, Planet, Profit

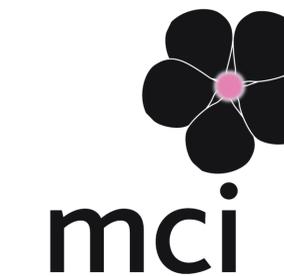


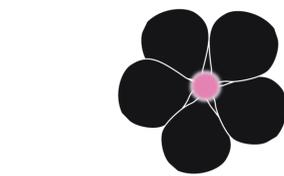
Estamos apasionadamente comprometidos con el crecimiento de nuestro negocio de manera responsable y abrazamos la sostenibilidad como una ventaja competitiva importante, una oportunidad económica y un motor para la innovación.



Guy Bigwood
Group Sustainability Director

Sobre la base de los principios de la triple bottom line **Personas – Planeta - Profit**, nuestra visión es construir un negocio sostenible con una cultura de cuidado y responsabilidad, y desempeñar un **papel activo** en la creación de un planeta sostenible, una sociedad justa y una creciente economía.





mci



Nuestros
Clientes

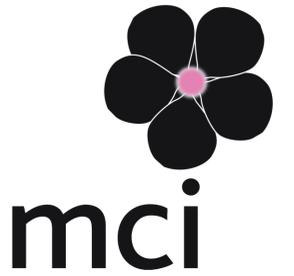
Clientes



Asociativos - SALUD



MCI GROUP'S LONG-TERM CLIENTS





Cientes



Corporativos - SALUD



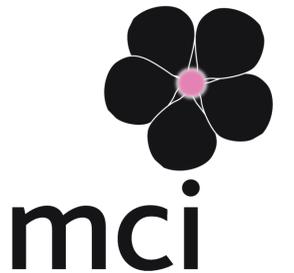
Johnson & Johnson



MCI GROUP'S
GLOBAL LONG-TERM CLIENTS



Science For A Better Life





Q&A

En qué nos diferenciamos

- Empresa Global - Local donde sea
- En la industria de la salud desde 1998
- Satisfacción de los clientes – 96/99%
- Comprobada reducción de costo
- Uno de los más grandes organizadores de congresos del mundial



Muchas Gracias!!!!

