The Monte Carlo Annual Leadership Conference in Men’s Health

After over 10 years of in-depth therapeutic area (TA) experience in the area of men’s health, Insyght developed and managed a series of Annual Leadership Conferences in North America and Europe. One of the largest and most successful programs was held in 2001 in Monte Carlo, Monaco. The program took place at the Grimaldi Forum and included 50 faculty members and over 1,500 physician attendees. The media-rich interactive event, which was simultaneously translated into 5 languages and involved country-specific breakout sessions, was touted as a major success for clients and attendees alike.

Based on Insyght’s extensive TA expertise, we were in a unique position to design an engaging and sustainable leadership program that would focus on disease state and treatment education, specific to regions in North America and Europe. The Monte Carlo program, in particular, included plenary sessions with simultaneous translation in 5 languages, as well as country-specific breakout sessions. Insyght designed the program agenda, created the event branding, recruited and managed speakers and attendees, developed the symposium materials, managed the on-site event logistics, including the multimedia and translation components, and developed a post-program evaluation report and summary to further disseminate program feedback.

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