

CASE STUDY – Product Launch

Issue: How to Host a Product Launch Meeting for over 2,400 people

Solution: Case Study – Atlanta Pharmaceutical Meeting Product Launch

Our team developed a launch plan that introduced the product, its benefits and competitive advantages to the sales force. The sales force would need to be trained on the science of the drug, be prepared to detail doctors and be motivated to sell the product. The client also wanted to reinforce the culture of the company by showing the sales staff extensive field support. All of this, in one week.

Throughout the long standing relationship of client and our suppliers, the leadership team determined there is no one formula or process that makes a launch work. With this in mind, the following is how we approached our strategy:

- 🌐 Provided a stimulating environment that would facilitate learning, generate excitement and parallel the importance of the product to the company.
- 🌐 Incorporated a work hard, play hard mentality and used it to provide a balance of the learning and educational segments, with entertainment and recreation.
- 🌐 Implemented a memorable meeting with flawless execution. The client wanted their sales team to experience the support the company provides.
- 🌐 Built energy and knowledge over the course of the week. When attendees left they were a highly trained and motivated sales force eager to deliver their message to doctors.

The next step was to take these threads and incorporate them all the way through the launch. Every detail from site selection through agenda development needed to originate from these concepts showing consistency and delivering results on planned objectives.

To measure our results, the client looked at the success of the product in the marketplace utilizing data from Impact Rx. To date, the client has been overwhelmed by the success.