MEETINGS. HEALTH

INDUSTRY & INNOVATIONS UPDATE

Featuring:

Top 10 Tools
FOR STREAMLINED MEETINGS

STRATEGIC SOLUTIONS TO REDUCE MEETING COSTS

LEVERAGING AI *for* **ENHANCED HEALTHCARE MEETINGS & EVENTS**

Plus:

NEW EUROPEAN TRAVEL REQUIREMENT FOR 2024

Ami *Meetings.Health*

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Supporting:

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REDUCE WHAT YOU CAN OFFSET WHAT YOU CAN'T

Top 10 Tools

FOR SEAMLESS TRANSCRIPTION, SUMMARIZATION, AND ENHANCED PRODUCTIVITY IN PHARMA, BIOTECH, AND HEALTHCARE MEETINGS

Gone are the days of never-ending note taking, thanks to artificial intelligence.

The latest wave of AI tools automatically listens to the meeting and transcribes the dialogue. Once the meeting is over, these tools can then summarize the session, making it easy for those who couldn't attend or key stakeholders to find out what was discussed. It also significantly reduces time spent on admin, freeing your event specialists up to focus on more important tasks.

10 OF OUR FAVORITE MEETING MINUTES TOOLS FOR 2024

1 AIRGRAM
Works across Microsoft Teams, Google Meet, and Zoom meetings via a simple browser extension to record, transcribe, and share meeting notes.

2 FIREFLIES.AI
The ability to do everything from generating a quote to writing a blog post to crafting a report from your meeting notes.

3 FELLOW
Makes it easy to manage the entire meeting experience, from building a meeting agenda to generating minutes to gathering feedback.

4 KRISP
Uses AI to improve voice clarity, giving you clearer, crisper meetings, along with free, unlimited meeting transcriptions.

5 AVOMA
Avoma does it all, from agenda templates to collaborative note-taking to AI-generated notes and topics, saving you time and effort.

6 TL;DV
Works with Zoom and Google Meet to record and transcribe your meetings. There is a free version or a pro version with more features.

7 EQUAL TIME
Driving inclusion by showing who participates most in meetings so stakeholders know which voices are underrepresented.
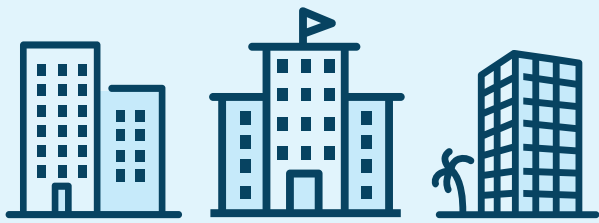
8 REWATCH
A collaborative video workspace which centralizes all meeting videos, notes, and discussions in one place as well as enabling easy video content creation.

9 NYOTA
Eliminates tedious admin work associated with online meetings by intelligently managing notes, planning, insights, and the overall agenda.

10 FATHOM
Record, transcribe, highlight, and summarize your meetings, along with automatically syncing notes to your CRM.

HOTEL INDUSTRY *Updates*

In recent times, the hotel industry has shown promising signs of recovery, gradually moving towards a semblance of normality following a period of significant challenges.

The landscape for booking venues has expanded, providing organizers with a diverse selection of cities, dates, and hotels to choose from for their upcoming events. This newfound flexibility empowers event planners to tailor their choices more precisely, ensuring that each aspect of their event aligns seamlessly with their vision and requirements.

23.9% year-over-year occupancy growth in Chicago's hotel industry in 2023[4].

VENUE TECHNOLOGY GROWS IN *Importance*

65% of attendees say a conference venue can make or break their experience[2].

AS OCCUPANCY RATES MOVE BACK TOWARD PRE-PANDEMIC LEVELS, EVENT PLANNERS SAY THAT THEIR TOP 3 PRIORITIES FOR SELECTING A VENUE ARE:

1. Meeting space layout
2. Meeting space technology and infrastructure
3. Service-level expectations[5]

NEW EUROPEAN TRAVEL REQUIREMENT FOR 2024

Heading to Europe for any 2024 healthcare meetings? Then you (and your attendees) need to know about this important new travel requirement.

**To apply, go to:
etias.com/etias-application**

Beginning in 2024 or 2025, depending on your country, people will need a special travel authorization (ETIAS) to enter the Schengen area of Europe, including popular event destinations such as France, Germany, Italy, and Spain. The United Kingdom is not part of the Schengen area, so doesn't require ETIAS authorization.

The application costs €7, and is good for three years, meaning you can easily return to the Schengen area during this time.

If you are planning on exhibiting or presenting at any European healthcare expos or conferences in the near future, check the ETIAS website for the latest travel requirements[6].

Leveraging Artificial Intelligence
FOR ENHANCED HEALTHCARE MEETINGS & EVENTS

The healthcare sector has been at the forefront of integrating artificial intelligence (AI) into various aspects of its operations, from disease prediction to the identification of cancer cells in diagnostic scans.

As this transformative technology continues to revolutionize the industry, event organizers within the healthcare sector are now exploring innovative ways to harness AI's potential for organizing more efficient and engaging events.

WAYS TO INTEGRATE AI IN HEALTHCARE EVENTS[7]:

PREDICTING STAFFING REQUIREMENTS
One of the key challenges in organizing healthcare events is ensuring the optimal allocation of staff resources. AI can analyze historical data, attendance patterns, and other relevant factors to predict staffing requirements accurately. By leveraging predictive analytics, event organizers can streamline the allocation of personnel, ensuring that the right number of staff members are present at specific times, enhancing overall event efficiency.

DIGITAL CONCIERGE SERVICES
AI-driven digital concierge services can provide attendees with personalized assistance, making their event experience more seamless and enjoyable. These digital concierges can offer real-time information about schedules, session locations, and even local amenities. Machine learning algorithms enable these services to adapt to individual preferences, creating a tailored and convenient experience for each attendee.
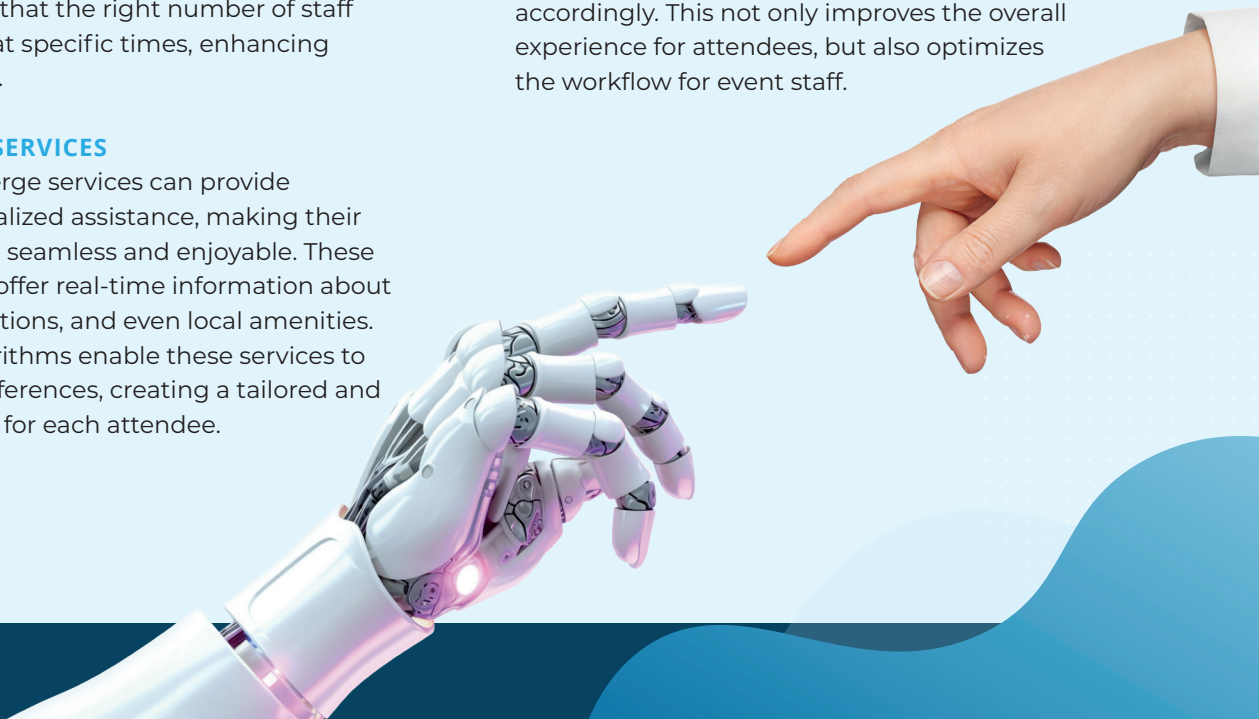
ATTENDEE VOICE RECOGNITION
Voice recognition technology can enhance engagement by allowing attendees to interact with event services through natural language. Attendees can use voice commands to access information, ask questions, or navigate event schedules. This not only provides a hands-free and convenient experience, but also adds a modern touch to the event, aligning with the cutting-edge nature of the healthcare industry.

ANALYZING ATTENDEE BEHAVIOR
AI-powered analytics tools can analyze attendee behavior throughout the event, providing valuable insights for future planning. By tracking engagement with various sessions, exhibitors, and networking opportunities, organizers can gain a deeper understanding of attendee preferences. This data-driven approach enables organizers to tailor future events to better meet the needs and interests of their audience.

MANAGING HOUSEKEEPING REQUESTS
AI can streamline housekeeping operations during events by efficiently managing requests and ensuring timely responses. Attendees can use dedicated applications to report issues or request assistance, and AI algorithms can prioritize and delegate tasks accordingly. This not only improves the overall experience for attendees, but also optimizes the workflow for event staff.

Strategic Solutions:
EVENT PLANNERS UNVEIL INNOVATIVE TACTICS FOR COST-EFFICIENT MEETINGS

85%
OF EVENT PLANNERS
have increased budgets to accommodate rising costs[1]

77%
OF EVENT PLANNERS
expect costs to increase in 2024[1]

38%
OF EVENT PLANNERS
say rising costs are their biggest challenge[1]

EXPLORE DIFFERENT VENUE OPTIONS

43% of event organizers seek venue recommendations via event communities, such as Slack, WhatsApp, or Facebook[2].

While hotels and dedicated event centers are the most common options for healthcare events, it could be worth thinking outside the box to consider other spaces. How about a library, a science museum, or a gallery? They may be cheaper than your usual event venues, which can help you stay within budget while providing a memorable experience for your attendees.

CONSIDER A CHANGE OF SCENE

Unsurprisingly, certain cities command much higher rates for event venues. That's why it can pay to be open-minded about where you host your healthcare events. For instance, instead of targeting Miami, consider Fort Lauderdale. "Secondary-tier cities" are still great choices for events, as they're usually well-connected and have all the hotel chains you'd find in larger tourist cities, but at a reduced cost.

BUFFETS, NOT BANQUETS

HCP meal caps are non-negotiable for anyone planning a healthcare event. As plated meal costs become prohibitively expensive for many organizations, a buffet is usually the most economical option. If you're opting for a more creative venue, you may be able to tie your buffet into the theme of your location, helping you maximize the impact without splashing out on a fancy plated meal.

CHOOSE A MOBILE APP

78% of companies that use a mobile event app say it contributes to a positive event ROI[3].

For large, in-person healthcare and pharmaceutical events, such as expos, conferences, or seminars, an event app can significantly improve the experience for attendees. You can provide venue maps, workshop sign-ups, notifications about schedule changes, exhibitor listings, surveys, and more, helping attendees make the most of the event, and giving organizers valuable data about attendee behavior and movement.
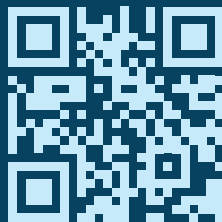
Scan to unlock!
FOUR OF THE NEED-TO-KNOW MOBILE EVENT APPS FOR 2024

Scan to
download a
digital copy of
this brochure!

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[1] *Meeting and Event Trends You Need to Know for 2024 – and Beyond* | CVENT. https://www.cvent.com/uk/resource/hospitality/meeting-and-event-trends-you-need-know-2024-and-beyond.

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[7] *AI for Hospitality Whitepaper*. Version 1.0. https://www.ahla.com/sites/default/files/HTNG_AI_Whitepaper.2023.pdf. Published July 22, 2023.