

Strategic Solutions:

EVENT PLANNERS UNVEIL INNOVATIVE TACTICS FOR COST-EFFICIENT MEETINGS



85%

OF EVENT PLANNERS have increased budgets to accommodate rising costs¹

77%

OF EVENT PLANNERS expect costs to increase in 2024¹

38%

OF EVENT PLANNERS say rising costs are their biggest challenge¹

EXPLORE DIFFERENT VENUE OPTIONS

43% of event organizers seek venue recommendations via event communities, such as Slack, WhatsApp, or Facebook².

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 ROI⁵.

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.