

5 Keys to a Successful Audio Visual Partnership

Use this checklist as a guide when selecting an audio visual partner to help develop, manage, and execute your important medical education programs.

1. Expertise in Medical Education Activities and Events

- Company has expertise in developing media for medical meetings
- Company has expertise in managing medical thought leaders and providing last-minute updates to media presentations
- Company understands industry guidelines, such as ACCME, AMA, FDA, OIG, AdvaMed, and PhRMA, to ensure proper positioning of media during education and exhibits

2. Consultative Process

- Company will consult with your team to help identify the best technology solutions to deliver excellence in medical meetings
- Company consults with you to identify solutions that meet your budget needs
- Company exceeds clients' expectations and can provide references for medical meetings and events

3. Integrated Media and Marketing

- Company has expertise integrating mixed media into marketing campaigns (website banners, email campaigns, print invitations, slide creation, etc.)
- Company has expertise in software ideally suited for medical meetings
- Company has expertise in supporting satellite broadcasts and Internet-based broadcasts, narrowcasts, VoIP, and more

4. Nationwide Infrastructure

- Company can manage AV needs for meetings ranging from small advisory boards to large, national presentations
- Company provides services nationwide for maximum coverage and seamless integration of all meetings
- Company has the ability to route equipment nationwide for last-minute program needs

5. Professional Equipment and Staff

- Company can supply well-trained staff that fully understands how equipment is used in small, medium, and large initiatives
- Company has top-rated ARS equipment and fully trained onsite staff
- Company understands audio, video, lighting, projection, and information technology