

The financial pressures force the laboratories to review their events strategy

One of the sectors that organises the most events incorporate outsourcing, use of technology and rigorous purchase processes in its agenda

The laboratories use events to communicate in a most systematic and strategic way than any others. There are some interesting figures about them: companies with annual budget for events of more than 10 million Euros, event managers organise 200 to 300 events per year,... According to the association eventia, the pharmaceutical sector dedicates 2% of its sales to events. But there are some important changes coming up from this sector as explained by the study conducted by Grupo eventoplus.

Financial pressures. The generics, the cost and the investigation time have reduced its profitability. Because of this, laboratories have reduced the sponsorships of congresses or its exhibition spaces, and are looking for measurable results from these investments.

Outsourcing. This is one of the most commented themes in the sector. Following the pressure from the purchase departments and recommendations by consulting companies, laboratories are outsourcing its congress departments in order to cut its cost structure.

Tecnology to communicate. In the search to save costs, the use of technology is only natural: to comunicate complex messages, laboratories are interested in the latest audiovisuals, simulation tools, 3D representation, videoconferences and streaming. Distance training is also increasing.

Laboratories prisoners of congresses? If some years ago, laboratories have budget restraints for congresses, this is going to change: many laboratories are complaining about prices, they are strapped by congress organisers who offer limited choices and whereby they have little right to give their opinions or to demand. Listening to what the laboratories want will be indispensable if congress organisers still want their businesses.

About Grupo eventoplus

Created in 2000, Grupo eventoplus is the pioneer that brings together, informs, inspires and professionalises the meetings and events sector in Spain. It facilitates the organisation work of any event organiser through its six main activities:

- **eventoplus.com** – the first and leading event organisation portal in Spain, also present in Argentina and Mexico.
- **eventos Magazine** – the reference publication for meetings and events.
- **Premios eventoplus** – the first awards that give recognition to the industry in Iberian Peninsula.
- **e-days** – the event show, a key meeting point for providers and organisers with an exhibition area and conferences for professional education.
- **eventoplus formación** – practical in-house training classes and in-company training sessions
- **eventojobs** – the job search engine for the industry in Spain .

The efforts of Grupo eventoplus for industry has been internationally recognised by the ISES Esprit Awards as finalists in the Best Contribution to the Industry Category in 2005 for eventoplus.com and in 2006 with eventos Magazine.

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