

# CASE STUDY No. 14

Continuing the series of case studies from leading PCOs around the world

## Beyond Congress Management

Associations are more than their congress, and IAPCO PCOs are more than congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights into the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond their congress. IAPCO's philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest levels in any area of expertise related to organisational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organising their congress, but by achieving overarching business objectives.

### SCDM INDIA CONFERENCE 2015 11th – 12th December 2015, Mumbai/India Society for Clinical Data Management (SCDM)

Organised by IAPCO Member:  
MCI

#### The challenge

#### Raising the profile of Clinical Data Management in India

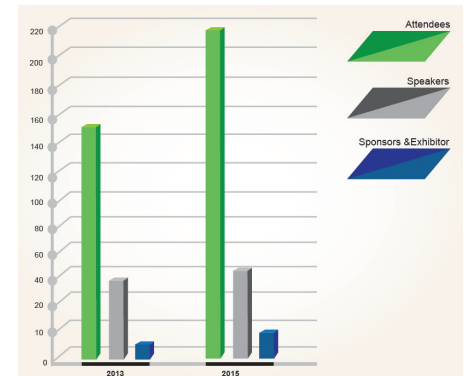
The clinical data management (CDM) sector is one of the fastest growing segments in the industry's newly emerging markets. Large volumes of clinical data are being outsourced to countries such as India and China. With its mission to drive the industry forward and support CDM professionals worldwide, the Society for Clinical Data Management (SCDM) held its second conference in Mumbai, India in December 2015. Recognising the need to tailor their service offerings to the market, the non-profit international organisation hired MCI India as a strategic partner to raise their profile in the region.

Looking at our success in establishing associations in emerging markets and our strong local connections, MCI was tasked with producing a conference that would act as a stepping-stone to elevate SCDM as an industry thought leader in that part of the world.

#### The solution

We helped the global association activate its local community with an engagement campaign built around curated content. The SCDM membership database was first analysed to provide the necessary insights in to the key audience-practising data managers from the pharmaceutical community. The campaign included organic and paid methods as well as call-to-action email marketing with targeted keywords to increase points of engagement. The combined platform of the U.S. Food and Drug Administration (FDA) and Clinical Data Interchange Standards Consortium (CDISC) was leveraged to the hilt to create pertinent content. In order to ensure the right content was delivered to the chosen target and to control the intended behaviour, MCI

used extensive analytical tools such as Top of the Funnel (ToFu), Middle of the Funnel (MoFu), Bottom of the Funnel (BoFu). These tools allowed to experiment with catchy subject lines to improve open rates, test the content to understand what triggered clicks and leverage web analytics to create link equity. Additionally, we maximised SCDM's visibility utilising its network of C-level leaders of local pharmaceutical companies and professional community. As a result, we established India as a relevant market for CDM, which ensured the success of the conference.



#### The outcome

With six media organisations covering the content of the event, MCI helped SCDM raise its public profile as thought leader in the region. Additionally, as a result of securing a record attendance (32.7% increase from the 1st edition), SCDM board of Certification & Education has devised awareness, community development and expansion activities:

- Free-trial memberships for all first time attendees so they can experience the value (intrinsic & extrinsic) that SCDM can bring to their career as CDM professionals.
- Increase in CCDM certification for CDM professionals to improve their performance and drive the industry by developing a better understanding of the CDM profession on a global scale.
- Production of webinar series carrying continuing education units (CEUs) that will help CDM professionals in their career progression.

These activities will create business as well as societal impacts through the value creation that CDM has on drug discovery and innovation in a market like India. Through our successful collaboration, SCDM is now one region closer to achieving its over-arching business goals of advancing the discipline of Clinical Data Management throughout the world.

*“SCDM India Conference provides excellent opportunities to CDM professionals by allowing them to learn, contribute, interact, network & keep themselves updated on latest developments happening in this space.”*

AV Prabhakar  
Head, SCDM India Steering Committee



Learn more about IAPCO and what its members can do for your organisation by visiting our website: [www.iapco.org](http://www.iapco.org) or by contacting us on [info@iapco.org](mailto:info@iapco.org).