



Bayer Healthcare

Maritz Helped Bayer Cure National Sales Meeting Fatigue

“You can’t manage what you can’t measure. These findings provided a roadmap for planning an effective meeting and validated that we were doing the right things logistically.”

Robyn Renner,
Sales Performance and
Development,
Sales Solutions,
Bayer HealthCare, Consumer
Care Division

- Company’s sales meeting structure hadn’t changed in years, despite dramatic shifts in market and audience
- Maritz employed predictive modeling to determine participant preferences, and to increase meeting participation
- Suggested changes brought measurable improvement in sales force attitudes; confirmation of event value led to increased funding for future meetings

Situation

Bayer HealthCare, Consumer Care Division had been holding National Sales Meetings annually for many years. As is common, meeting design was based on intuition and program history, and post-event evaluations didn’t measure impact toward company goals. While market conditions — and the company’s audience demographic, in terms of attendees’ age and years of service, had changed over time — little had changed in the meeting format and design. Faced with the threat of budget cuts, the client needed to better measure the event’s impact on business goals and provide insights for improvement.

Solution

Maritz believed that the client’s intuition and experience could be augmented using two key Meetings Effectiveness components — a Predictive Modeling Study and Event Measurement Scorecard.

Maritz began by identifying the client’s core business goals. A “Build your own event” modeling exercise was then created, allowing respondents to choose from a list of meeting attributes ranging from venue, length of conference, and time of year — to size and length of sessions, general and breakout session speakers, and award/recognition formats.

Results

A comparison of pre- and post-event research provided a clear understanding of the event's impact on business goals:

- Sales force understanding of the role they play in innovation improved by 12%.
- The commitment to continuous improvement through use of newly introduced marketing tools increased by 16%.
- Participation in subsequent meetings has begun to increase.

Maritz Meetings Effectiveness tools enabled Bayer to confirm the value of its National Sales Conference and propose improvements for future events, resulting not only in continuation of the event, but added funding to make future events even stronger.

For more information, please visit Maritz Travel at www.maritztravel.com or call (877) 4 MARITZ.