



Running Professional Meetings

Target Audience

- Medical Representatives – City
- Hospital Representatives
- Regional Doctors

You Will Learn

- **The various parameters that define a meeting:**
 - Types of goals
 - Composition of the population
 - Number of participants
- **Factors influencing the course of meeting:**
 - The material and geographical conditions
 - Time
 - The group dynamic
- **The rule of meeting sequences: the construction of the meeting plan**
- **Preparation:**
 - Agenda
 - Logistics
 - The choice of support materials
 - The profiles of moderators: to know one self to evolve
 - Studies and animation of the various sequences: welcome, introduction, presentation, questions / answers, round table, exchange, conclusion



Training Methodology

- 2 days with :
 - Theoretical sequences
 - Practical simulation workshops
 - **Option: Running of a meeting on real targets during the training (the training period is then extended to 3 days)**