Congresses are engagement multipliers

A constellation of touchpoints with HCPs throughout the congress journey

Satellite symposia

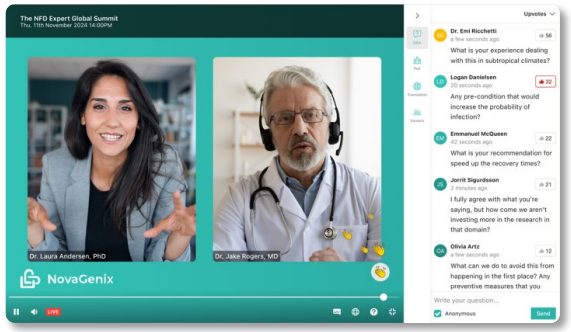
Ancillary meetings

Dinners & activities

Booth experiences

Business suite meetings

Post congress webinars



pierre@onomi.io

Dr. Jones

Watches pre-congress webinar

Gets scanned on booth, lead form completed

Attends onsite meeting

Submits question during symposium

Profile/ engagement reconciled in CRM

Notified on HCP congress hub app

Joins satellite symposium; completes knowledge ladder

Completes evaluation on HCP congress hub

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ESMO 2023 KOLs

- John Smith
- William Johnson
- James Brown
- Mary Anderson
- Elizabeth Thomas
- Charles Williams
- George Jones
- Margaret Jackson
- Helen White
- Dorothy Harris
- Ruth Martin
- Edward Davis
- Alice Thompson
- Grace Garcia
- Henry Wilson

ESMO 2023~~3~~4 KOLs

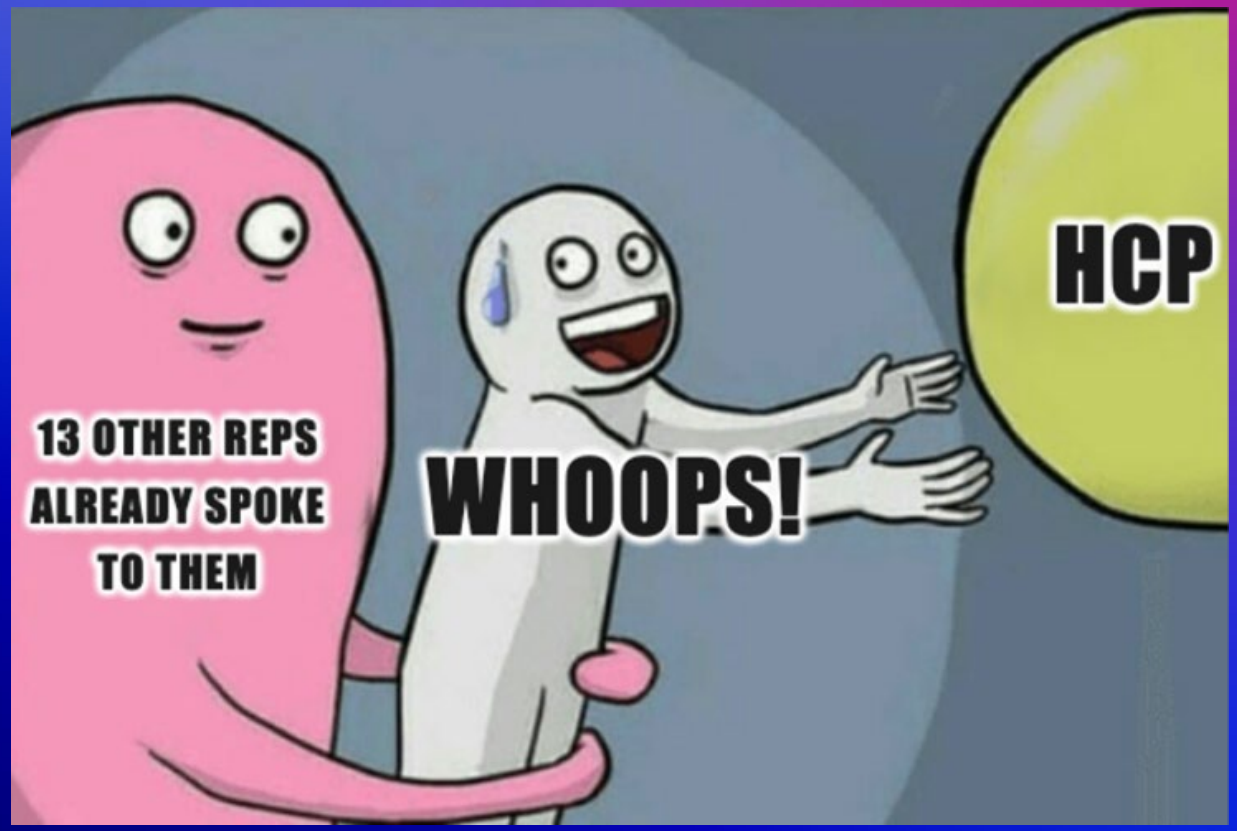
- John Smith
- William Johnson
- James Brown
- Mary Anderson
- Elizabeth Thomas
- Charles Williams
- George Jones
- Margaret Jackson
- ~~Helen White~~ Catherine Robinson
- Dorothy Harris
- Ruth Martin
- ~~Edward Davis~~ David Taylor
- Alice Thompson
- Grace Garcia
- Henry Wilson

- Joe Bloom
- Thomas Moore
- Rose Martinez

ASCO 2023
Hi, nice to meet you.

ASCO 2024
Hi, nice to meet you.

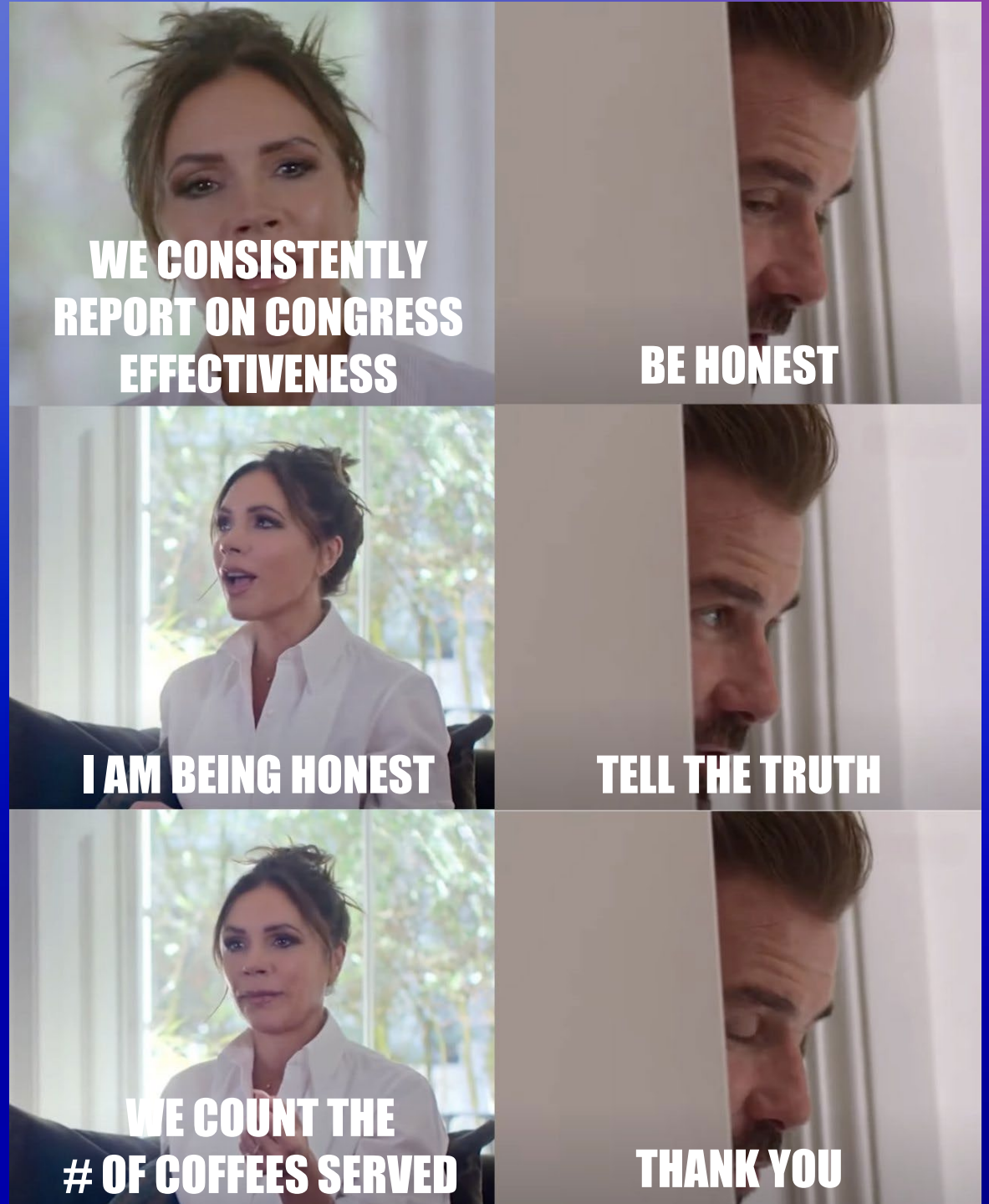
HCP
LET ME TELL YOU
ABOUT OUR COMPANY


13 OTHER REPS
ALREADY SPOKE
TO THEM
WHOOPS!
HCP

Use one integrated digital tool as the single source of truth

Rely on paper spreadsheets that always get lost & never match up

onomi


WE CONSISTENTLY REPORT ON CONGRESS EFFECTIVENESS
BE HONEST
I AM BEING HONEST
TELL THE TRUTH
WE COUNT THE # OF COFFEES SERVED
THANK YOU

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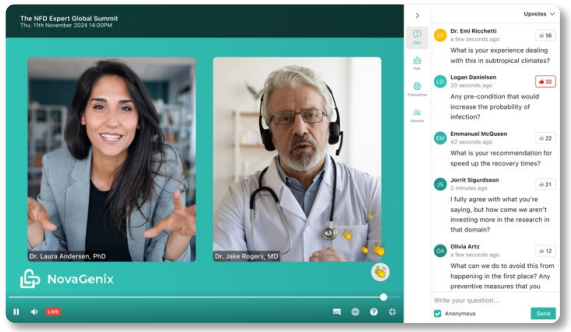

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