



# THE ZAVICEFTA KOL ROADSHOW MEETING-IN-A-BOX TOOLKIT:

Practical Approaches to Planning a Successful Event

---



# CONTENTS

---

1. Introduction .....	3
2. Planning your Zavancefta KOL Roadshow .....	4
3. Choosing the right format for your Zavancefta KOL Roadshow .....	6
4. Preparing your agenda .....	9
5. Choosing the right speakers .....	14
6. Preparing an engaging event .....	17
7. How to drive attendance .....	18
8. Delivering a virtual event .....	19
9. Developing your support materials .....	20
10. Evaluating your Zavancefta KOL Roadshow and leveraging content .....	21
11. Resource library .....	24
Appendix: Developing your Roadshow – checklist .....	25
Appendix: Example support materials from previous events .....	28



# 1. INTRODUCTION

In an increasingly competitive landscape, the Global Zavicefta team is committed to establishing a clear position for Zavicefta and significant investment has been made into relevant medical educational activities to help achieve this. One tactic that has proved impactful has been the ‘Zavicefta KOL Roadshow’ where key opinion leaders (KOLs), both international and national, are mobilised to share their practical real-life clinical experience of Zavicefta.

By adopting a ‘Glocal’ approach, we have supported several markets in implementing their own KOL Roadshows, both in a face-to-face and/or digital webinar format. As we encourage more countries to launch their own in-country events to mobilise KOLs, we have developed this Toolkit to guide you. To make this document more practical, this Toolkit uses **case studies from previous Roadshows to highlight best practices and provide a framework to optimise reach and engagement.**

## Why implement a KOL Roadshow?

Where KOL Roadshows have been used in-country, we have seen how they created unique opportunities to support our key messages by emphasising the:

- Mortality risk associated with multidrug-resistant (MDR) Gram-negative infections
- Need for early, appropriate treatment
- Risk factors for MDR Gram-negative infections
- Challenges associated with current treatment options
- Key differentiators for Zavicefta
- Real-world use of Zavicefta in the clinical setting

For our key customers, including intensivists, microbiologists, infectious disease specialists and hospital pharmacists, we have found that the Roadshows also provided a forum for networking and robust discussion.

When reading this document, you will find that much reference is made to the **Zavicefta Global Speaker Deck**. We encourage you to also use this when developing the objectives and agenda for your Roadshow, as it offers guidance on when and how to use the most relevant content to effectively communicate our brand narrative and key messages to select audiences.

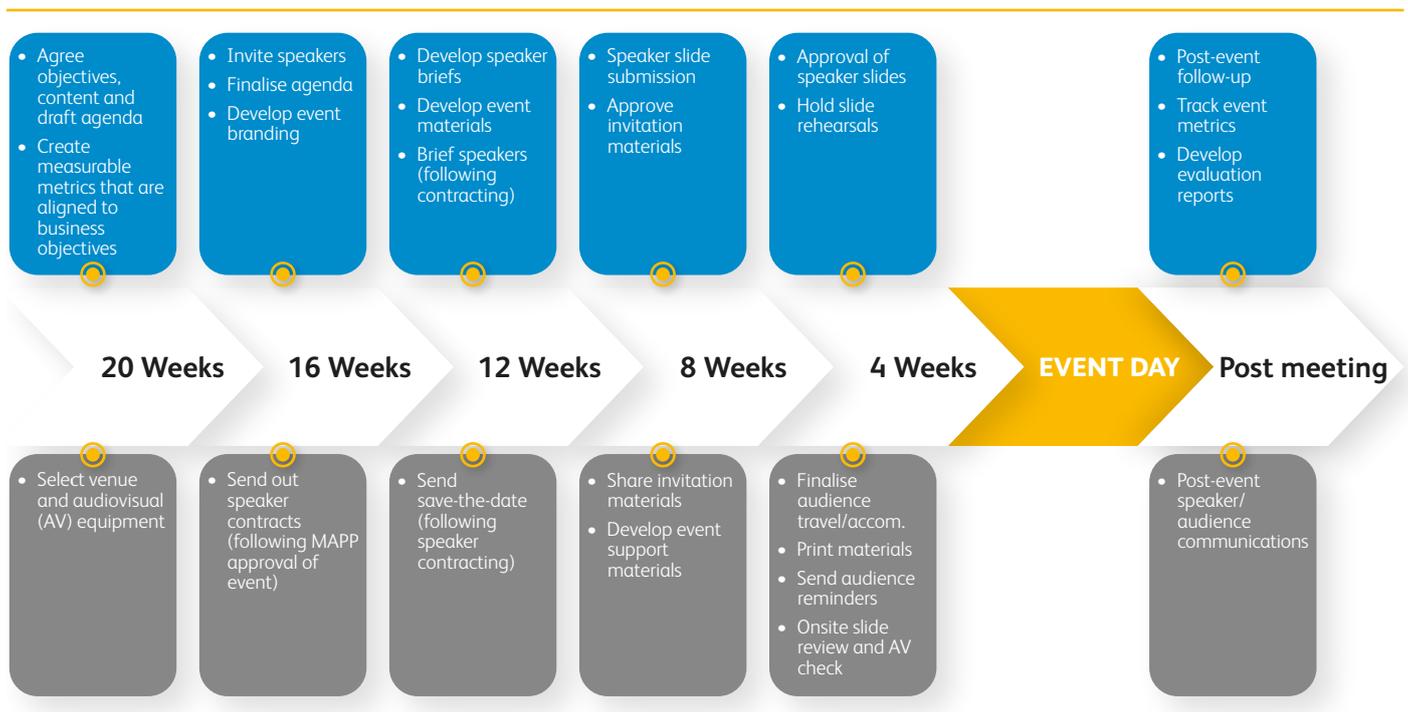
We hope you find this a useful resource and if you have any questions or would like to find out more information about the case studies mentioned here, please do get in touch. We wish you every success with your Zavicefta KOL Roadshows.



## 2. PLANNING YOUR ZAVICEFTA KOL ROADSHOW

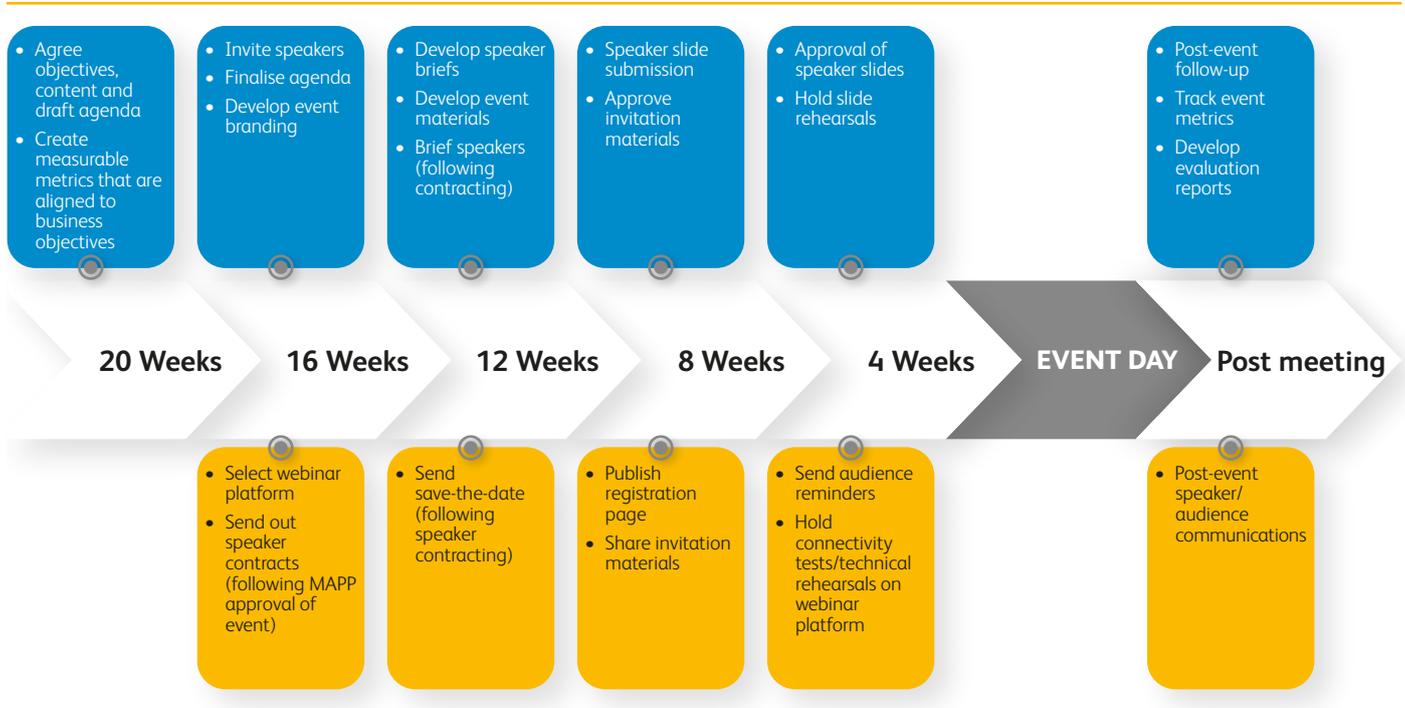
Starting off on the right foot is key. Below we have provided an example timeline for face-to-face and digital events, with key steps that you can follow to plan your Roadshow. For more detail on the steps included here, please go to the section – “Appendix: Developing your Zavicefta KOL Roadshow – checklist”

### Example timeline for face-to-face events





## Example timeline for digital events



### Working with your team

At the core of any successful event is a team. It is important to ensure that within your cross-functional project team, roles and responsibilities are clearly defined.



### 3. CHOOSING THE RIGHT FORMAT FOR YOUR ZAVICEFTA KOL ROADSHOW

As mentioned in the Introduction, a key objective of the Zavicefta KOL Roadshow is to create opportunities to drive awareness of the unmet needs regarding current therapies and to emphasise our wealth of clinical data to strongly position Zavicefta.

The format in which you can best achieve this depends on several factors and will therefore vary from country to country. Below are some examples from previous Roadshows. As you read them you will note the variation; from one-day events and national Speaker tours to a series of smaller meetings and digital/webinar events. Ultimately, it is down to your local circumstances to determine the format that will allow you to maximise engagement with your customers whilst encouraging them to share ideas and pose questions relating to the practical management of their patients using Zavicefta.

Format type	Description
One-day event	<ul style="list-style-type: none"> <li>Standalone session that may cover one or more topics facilitated by one or more KOLs</li> </ul>
A cycle of meetings held during national/regional scientific conferences	<ul style="list-style-type: none"> <li>Like satellite symposia, these events are held adjacent to medical conferences or society meetings to maximise attendance</li> </ul>
National Speaker Tour	<ul style="list-style-type: none"> <li>One or more KOLs are invited to give a series of presentations (typically the same content) at various locations around a country</li> </ul>
Hub and Spoke	<ul style="list-style-type: none"> <li>Often using a two-way video link, a centrally hosted meeting is broadcast simultaneously to smaller regional locations</li> </ul>
Digital/webinar event	<ul style="list-style-type: none"> <li>Presenters and attendees participate from any location using their own devices in a virtual, managed environment</li> </ul>



Country*	Format	Overview	Rationale for this format
Austria	One-day event	<ul style="list-style-type: none"> <li>First (2.5-hour) meeting in Linz with local KOLs as speakers</li> <li>Second (3-hour) event in Innsbruck with a mixture of local speakers and an international KOL: Professor Yehuda Carmeli from Israel</li> </ul>	<ul style="list-style-type: none"> <li>The team selected regions where they saw maximum potential for growth in Zavicefta and/or they needed to create some 'noise' around Zavicefta</li> <li>To ensure the Roadshow was as effective as possible, the team involved local KOLs who were not only involved in the organisation of the event but also drove attendance</li> </ul>
Spain (1)	Meeting series	<ul style="list-style-type: none"> <li>Four connected events that featured 18 local and international KOLs in four locations across Spain</li> <li>Included a mix of plenary and workshop sessions</li> </ul>	<ul style="list-style-type: none"> <li>The team opted for a series of meetings to ensure that the agenda was tailored to the local epidemiology and challenges</li> </ul>
Spain (2)	Fully online events	<ul style="list-style-type: none"> <li>Nine standalone webinars</li> </ul>	<ul style="list-style-type: none"> <li>Due to unforeseen circumstances (the COVID-19 pandemic), it was important to find a way to continuously engage customers</li> </ul>
Russia	A cycle of meetings held during national scientific/medical educational regional conferences	<ul style="list-style-type: none"> <li>Sixteen meetings featuring local KOLs held around the Interregional Association for Clinical Microbiology and Antimicrobial Chemotherapy (IACMAC) and Russian Sepsis Forum (RSF) regional conferences</li> </ul>	<ul style="list-style-type: none"> <li>The team realised that events organised by pharma were perceived as promotional, resulting in low attendance. In particular, regional Chief Specialists declined participation</li> <li>To address this, the Roadshows were convened through the IACMAC and RSF and a technical partner (BrefFi), who invited the healthcare practitioners (HCPs) directly (the Field Force were also active here)</li> </ul>
Turkey	National Speaker Tour	<ul style="list-style-type: none"> <li>Professor Alex Soriano from Spain was invited to give seven lunch and evening meetings in five cities over 3.5 days</li> <li>Some of the meetings were streamed live to remote participants</li> </ul>	<ul style="list-style-type: none"> <li>Practical experience with Zavicefta was low; further experience sharing required</li> </ul>



Country*	Format	Overview	Rationale for this format
UK	National Speaker Tour and Hub and Spoke	<ul style="list-style-type: none"> <li>• Professor Miguel Sánchez García from Spain spoke in five cities over 4 days</li> <li>• A Hub and Spoke format was utilised for several meetings, where the presentations and discussions were broadcast from the main venue to a series of satellite centres that hosted groups of attendees</li> </ul>	<ul style="list-style-type: none"> <li>• For the roadshows in 2019, the team noted that there was insufficient local hands-on practical experience with Zavicefta, especially with intensive care unit (ICU) consultants. Most of the experience was with infectious disease (ID) specialists, microbiologists and antimicrobial pharmacists</li> </ul>
Italy	Digital/webinar event and Hub and Spoke	<ul style="list-style-type: none"> <li>• Four ‘ANTInfectives Showcase’ webinars set up as Hub and Spoke events. The speakers presented from their hospital (hub) and the audience joined the sessions remotely (spoke)</li> <li>• Live Q&amp;A sessions where led by local Chairs</li> </ul>	<ul style="list-style-type: none"> <li>• This format provided an opportunity to provide more information to key customers and increase practical clinical experience with Zavicefta</li> </ul>

\*Greece and Germany also held in-country Roadshow events. We encourage you to also reach out to them for more information.

Irrespective of the format, it is key that the content of your Roadshow is tailored to address your unique or individual in-country challenges and opportunities. The next chapter provides some tips on developing the objectives and agenda.

### Evolution of the Zavicefta KOL Roadshow: importance of leveraging prior experience

In May 2019, the UK team invited Professor Francesco De Rosa from Italy to share his experience with Zavicefta with local HCPs. Over 3 days, Professor De Rosa addressed 118 HCPs in seven cities. While this Roadshow successfully achieved its educational objectives, the UK team considered how these events could be more efficient and have a greater HCP reach (without necessarily travelling to more cities).

Later that year, in October, Professor Miguel Sánchez García from Spain was invited to share his experience in treating critically ill patients with Zavicefta; he visited six venues in four days. However, on this occasion, the Roadshow reached over 200 people. The difference? The UK team adopted **a more digital approach and simultaneously broadcast a number of the events to ‘viewing parties’ in different parts of the country** (see Chapter 5 for more information).



## 4. PREPARING YOUR AGENDA

---

Agendas set the tone for any programme and inform internal and external stakeholders of the specific topics that will be discussed and expected outcomes to be achieved. In developing the overall theme of your Roadshow, consider basing it on your ‘must-win’ moments and internally agreed critical success factors. This will focus the content that the KOL will speak on and ensure consistent messaging. If brainstorming thematic or agenda ideas, here are some questions that may help guide your discussion:

- What are our strategic priorities?
- Who is our target audience?
- What does our current local landscape tell us?
- What market conditions should we be aware of?
- What is our local epidemiology/are the current resistance patterns for pathogens of concern?
- Do we have feedback from recent activities that speak to any knowledge gaps/unmet needs regarding Zavicefta or the treatment of MDR Gram-negative infections?



Below are examples of agendas that were developed and implemented for some of the Roadshows discussed above. Please click on the image to see the agenda in more detail:

Country	Agenda	Key content covered	Key considerations used in developing this agenda
Austria		<ul style="list-style-type: none"> <li>Review the latest Austrian epidemiology and resistance data for bacterial and fungal pathogens of concern</li> <li>Emerging challenges in the management of difficult-to-treat infections</li> <li>Activity of Zavicefta against the key pathogens responsible for MDR aerobic Gram-negative infections, including carbapenem-resistant Enterobacteriaceae (CRE), MDR <i>Pseudomonas aeruginosa</i> and extended-spectrum <math>\beta</math>-lactamase (ESBL)-producing organisms</li> <li>Real-world data supporting the use of Zavicefta for the treatment of MDR Gram-negative infections</li> </ul>	<ul style="list-style-type: none"> <li>The agenda was tailored to the regions where the Roadshows were planned; as such, the content spoke to local challenges</li> <li>Further to this, local KOLs from different specialities participated in the agenda development, which ensured the content was 'scientifically appealing' to a range of audiences and addressed (previously identified) pain points in respect to Zavicefta</li> </ul>
Spain		<ul style="list-style-type: none"> <li>Understanding the current MDR Gram-negative resistance landscape</li> <li>Important pharmacokinetic (PK)/pharmacodynamic (PD) considerations in the treatment of critically ill patients</li> <li>Sharing clinical experience and real-world evidence to support the use of Zavicefta for the treatment of infections caused by CRE (OXA-48 and <i>Klebsiella pneumoniae</i> carbapenemase [KPC] producers), MDR <i>P. aeruginosa</i> and ESBL-producers</li> <li>Carbapenem-sparing strategies</li> </ul>	<ul style="list-style-type: none"> <li>The agenda was based around the brand strategy and therefore helped craft a compelling story for early appropriate treatment</li> <li>From this, the speakers were identified based on the topics</li> </ul>



Country	Agenda	Key content covered	Key considerations used in developing this agenda
Russia		<ul style="list-style-type: none"> <li>• Understanding local antimicrobial resistance (AMR) patterns</li> <li>• Diagnosis and management of severe infections in the ICU caused by Enterobacterales, MDR <i>P. aeruginosa</i> and other Gram-negative pathogens of concern</li> <li>• Creating and implementing antibacterial stewardship (AMS) programmes</li> </ul>	<ul style="list-style-type: none"> <li>• The agenda reflected ‘hot topics’ in anti-infectives namely; sepsis, CRE, nosocomial infections and nosocomial pneumonia stewardship</li> </ul>
Turkey		<ul style="list-style-type: none"> <li>• Understanding the AMR landscape and its clinical and economic burden</li> <li>• Challenges with existing therapies</li> <li>• Clinical experience on the use of Zavicefta in the management of infections due to CRE, ESBLs and MDR <i>P. aeruginosa</i></li> <li>• Creating and implementing AMS programmes</li> <li>• Role of Zavicefta as part of appropriate stewardship</li> </ul>	<ul style="list-style-type: none"> <li>• Due to limited local experience with Zavicefta, this roadshow shared best practice and practical considerations when treating patients</li> </ul>
UK		<ul style="list-style-type: none"> <li>• Risk factors for MDR Gram-negative infections</li> <li>• Important PK/PD considerations in the treatment of critically ill patients</li> <li>• Sharing clinical experience and real-world evidence to support the use of Zavicefta for the treatment of infections caused by CRE (OXA-48 and KPC producers), MDR <i>P. aeruginosa</i> and ESBL-producers</li> <li>• Importance of a multidisciplinary approach to managing critically ill patients</li> </ul>	<ul style="list-style-type: none"> <li>• In developing the agenda, the team considered the audience first, ahead of selecting the content topics and speakers</li> <li>• A mixture of promotional and non-promotional content was included to help provide balanced meetings</li> </ul>



Country	Agenda	Key content covered	Key considerations used in developing this agenda
Italy		<ul style="list-style-type: none"> <li>• Infections in critically ill patients/MDR Gram-negative infections (ESBLs, CRE, <i>P. aeruginosa</i>)</li> <li>• Bacterial infections in surgical patients (surgical wounds, intra-abdominal infections and trauma)</li> <li>• Bacterial and fungal infections in haematological patients</li> <li>• MDR bacterial infections in internal medicine</li> </ul>	<ul style="list-style-type: none"> <li>• In developing the agenda, the team considered the relevance and timeliness of the topics and aligned them to the customers who would be invited; e.g. superinfections and influenza, and the management of the critically ill patient with an infection</li> <li>• The team also considered using local KOLs who were 'rising stars' and had considerable clinical experience</li> </ul>
Greece		<ul style="list-style-type: none"> <li>• The challenge of AMR in Greece</li> <li>• Understanding mechanisms of resistance</li> <li>• Understanding AMS programmes</li> <li>• The balance between cost and value of anti-infectives</li> <li>• Important PK/PD considerations in therapeutic selection</li> <li>• Opportunities and challenges with current treatment options for MDR Gram-negative bacterial infections</li> <li>• Case studies showing the role of Zavicefta in treating patients with hospital-acquired pneumonia/ventilator-associated pneumonia (HAP/VAP), blood stream infections, neutropenia, and central nervous system infections</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding the compliance challenges in Greece, the team decided to make the agenda as broad as possible and were mindful not to make it too promotional</li> <li>• With this agenda, they were able to cover topics from different aspects</li> <li>• They also felt it was important that the programme should promote stewardship</li> </ul>



The **Zavicefta Global Speaker Deck** is a critical reference document that should be used when developing your agenda. Using insights from 2019/2020, it provides content recommendations for select stakeholder audiences. As an example, the **Zavicefta Global Speaker Deck** recommends the following core content topics for a microbiology audience:

- Global and regional epidemiology of MDR Gram-negative pathogens and resistance mechanisms of high concern
- High mortality rates in infections caused by specific pathogens
- Broad spectrum of activity of Zavicefta
- Zavicefta *in vitro* activity against Enterobacteriaceae and MDR *P. aeruginosa* compared with alternative agents



## 5. CHOOSING THE RIGHT SPEAKERS

Once the objectives and agenda for your Roadshow have been set, the next step is to select your speaker(s). In doing so, you may choose to consider the following:

- Their expertise in the presentation topic(s)
- Their clinical experience and opinions/willingness to discuss Zavicefta
- Their presentation skills and ability to engage the audience both face-to-face and digitally
- Their experience in moderating and facilitating discussion (relevant for the event Chairs)

To help identify the most appropriate speaker(s) for your Roadshow, we recommend using [Thecosystems](#) – a purpose-built, Pfizer-approved KOL database.

The screenshot shows the Thecosystems website interface. At the top, there is a navigation bar with the logo 'THECOSYSTEMS', a search bar with the text 'Search...', and icons for a home page, help, and a language selector set to 'ES'. Below the navigation bar, there are tabs for 'HOME', 'EXPLORE', 'SPOTLIGHT', 'FOLLOWING', 'GROUPS', and 'EVENTS'. The 'EXPLORE' tab is active. On the right side of the page, there is a filter for 'Anti-Infectives'. On the left side, there is a sidebar with a list of filters: 'Person' (checked), 'Guideline', 'Conference', 'Journal', 'Center of Excellence', 'Hospital / Institution', 'Organization', 'Clinical Trial', and 'Country'. Below these are expandable sections for 'Activity', 'Strength', 'Stakeholders', 'Location', and 'Tags'. The main content area displays a list of speakers, each with a profile picture, name, and a brief description of their expertise and affiliation.

Filter	Speaker Name	Expertise	Current Position
<input checked="" type="checkbox"/> Person	Matteo Bassetti	Global KOL, Pfizer Trialist, Antibacterial, Antifungal	Professor, Ospedale Policlinico San Martino (San Martino Hospital) Genoa, 16132, Italy
<input type="checkbox"/> Guideline	Jesús Rodríguez Baño	Global KOL, Antibacterial	Head of the Infectious Diseases Division, Hospital Universitario Virgen Macarena Seville, 41009, Spain
<input type="checkbox"/> Conference	Robert A Bonomo	Global KOL, Antibacterial	Professor of Medicine, Pharmacology, Molecular Biology and Microbiology, Biochemistry, Proteomics, and Bioinformatics, School of Medicine, Case Western Reserve University Cleveland, OH, 44106, USA
<input type="checkbox"/> Journal	Oliver Andreas Cornely	Global KOL, Antifungal	Professor in the Department of Infectious Diseases, Uniklinik Köln (University Hospital of Cologne) Cologne, 50937, Germany
<input type="checkbox"/> Center of Excellence	David P Nicolau	Global KOL, Antibacterial	Coordinator of Research in the Department of Medicine, Division of Infectious Diseases and Pharmacy, Hartford Hospital Hartford CT 06102 USA
<input type="checkbox"/> Hospital / Institution			
<input type="checkbox"/> Organization			
<input type="checkbox"/> Clinical Trial			
<input type="checkbox"/> Country			
> Activity			
> Strength			
> Stakeholders			
> Location			
> Tags			

A snapshot of Thecosystems which currently lists over 1,700 KOLs

Based on your search criteria, Thecosystems will display the most appropriate speaker(s) and provide additional information to guide the final selection. This includes their profile, recent activity, contact details and connections to other KOLs.



## When to use an international KOL vs a local one

As previously discussed, your Roadshow may include international and/or local KOLs. There are no hard and fast rules on when to select an international KOL over a local one, but we have provided some guidance to help you.

### When to use an international KOL

- International KOLs tend to have more experience using Zavicefta in real-life clinical practice. This may be particularly relevant in markets where Zavicefta has recently been launched or when local HCPs lack practical experience
- Using high-profile speakers known for their expertise may draw in larger audience numbers
- However, international KOLs may not be suitable for presenting clinical cases if their experience does not reflect your local market concerns/epidemiology
- Don't forget the budgetary implications of using an international KOL (e.g., honorarium, flights, accommodation, etc.)

### When to use a local KOL

- Local KOLs are able to present region-specific data and have the context to discuss national or regional challenges and common practices
- Using local KOLs in smaller sessions such as a workshop may encourage discussion, as they are more conversant in the local language
- Including local KOLs increases their exposure and experience, which has the added benefit of building a larger pool of local speakers from which you can draw later (thus futureproofing for when international KOLs are not available)
- However, local KOLs might be less of a draw to attendees (depending upon their profile)



Please don't hesitate to contact the Zavicefta Global team if you need additional support in selecting international KOLs

## Building relationships with international KOLs: tips and tricks

- Where possible, set up a WebEx so you can e-meet the KOL ahead of the event
- Provide clear content briefing
  - The speaker briefing document should include as much detail as possible, for example:
    - What are the main objectives of the meeting?
    - To whom will they be addressing their presentation(s)?
    - How many times will they be speaking?
    - What are the main objectives of their presentation(s)?
    - Will their presentation(s) be filmed?
    - Who else will be speaking at the meeting, and what topics will they cover (to avoid overlap)?
    - What are the main timelines/deadlines? (see the timelines in Chapter 2 as a guide)
    - Any local product label/referencing requirements
- Share as much information about the market and local epidemiology as possible
  - The KOLs are often able to incorporate this knowledge when speaking to the audience as the additional context allows them to frame and tailor discussion points
- Consider additional activities/engagements
  - Many countries have found that visiting international KOLs are happy to participate in additional activities, such as a hospital/department tour, as long as they are informed in advance
  - You may also consider asking them to undertake additional filming or speaking to the Field Force
  - Below are two examples of such engagement activities used by the UK and Turkey teams

### Question time

“As part of his UK Speaker Tour, Professor Sánchez García was asked to participate in a ‘Meet the Expert’ session with members of the Pfizer Field Force. For 30 minutes, he answered several questions from the UK team and the feedback received was very positive – that it was an extremely useful session. Indeed, it could have easily gone on for at least an hour!”

### Ward rounds

“While in Turkey, Professor Soriano was taken on a ward round at the Acibadem Hospital, Istanbul. From our experience with other visiting KOLs, we have found that these are activities that they particularly enjoy, as these allow them to observe how other units run and to observe any similarities and differences between hospitals.”



## 6. PREPARING AN ENGAGING EVENT

Our attendees (at both face-to-face and virtual events) are increasingly looking for event formats that will actively involve them, facilitate the learning process, and keep them engaged throughout. Below, we are sharing tips from colleagues that have helped them to create an engaging event.

Country	Tips
Austria	<ul style="list-style-type: none"> <li>• If you have an international KOL at your event, organise a meet-and-greet with the local HCPs for scientific exchange/networking</li> </ul>
Spain	<ul style="list-style-type: none"> <li>• Ensure that the topics of the agenda reflect local challenges</li> <li>• Use patient case studies in workshops as this has been seen to drive engagement</li> <li>• Ask local KOLs to co-create the agenda with you to encourage interest and drive participation</li> <li>• Where possible, use local KOLs from the major hospitals so that the audience feel they are adequately represented</li> </ul>
Russia	<ul style="list-style-type: none"> <li>• Have regional Opinion Leaders or Local Chief Specialists give presentations to set the scene and/or provide a focus on local issues</li> <li>• Use clinical cases with interactive voting to increase the practical value of the meeting</li> </ul>
Greece	<ul style="list-style-type: none"> <li>• Creating room and time for discussion is key!</li> </ul>
UK	<ul style="list-style-type: none"> <li>• Length of agenda: don't make it tight on time. The idea for this type of meeting is to provide an opportunity for interaction, so delegates should be active and able to interact with speakers             <ul style="list-style-type: none"> <li>– From experience, we have seen how time allowed for Q&amp;A has been cut short or where there are questions/discussions during a speaker presentation, the impact has resulted in the overall session/meeting running over</li> <li>– To avoid the risk of limiting delegate interaction, allow each session in the agenda to be slightly longer than what has been briefed to the speaker</li> </ul> </li> <li>• For face-to-face events, provide a space where the attendees can interact with the speaking KOL</li> <li>• Where possible, use recordings of KOL presentations from previous events as part of the event programme</li> </ul>
Italy	<ul style="list-style-type: none"> <li>• Keep the agenda short and focused</li> <li>• Provide clinical cases and examples</li> <li>• Allow adequate time in the webinar agenda for questions and discussion</li> </ul>

Always remember that these events are a source of rich content that can be leveraged after the event. Please see '[Delivering a virtual event](#)' for some ideas.



## 7. HOW TO DRIVE ATTENDANCE

With many of our customers inundated with requests to attend educational events, a key challenge is how to ensure your event is well attended. This section provides some suggestions (based on examples from your colleagues) that you may find helpful.

Country	Tips
Austria	<ul style="list-style-type: none"> <li>Involve the Field Force quite early in the planning process as their customer relationships are very important</li> <li>If working with local KOLs, having them participate in the agenda development and event organisation can encourage them to share the invitation with their peers using their internal channels/network</li> </ul>
Spain	<ul style="list-style-type: none"> <li>Leverage the Pfizer brand where possible, especially where it is synonymous with leadership in medical education</li> <li>With an event that has been held for several years, it can become a fixture in the national 'conference calendar' so the audience look forward to it every year</li> <li>Ensure the content includes the most up-to-date data</li> </ul>
Russia	<ul style="list-style-type: none"> <li>Combined promotion of the meeting series cycles/roadshow can be more effective than promoting individual events and you can use feedback to refine and improve subsequent events</li> </ul>
UK	<ul style="list-style-type: none"> <li>Get the agenda approved and sent out to customers early. The meeting landscape is saturated, so it is best to secure your audience early</li> <li>Start the contracting process early and have initial save-the-dates and invites sent out to customers as early as possible</li> </ul>
Italy	<ul style="list-style-type: none"> <li>Organise "audience teams/meetings" remotely in the hospital centres</li> </ul>

A good way to gauge response is to consider adopting a few metrics as this may provide a snapshot of audience interest in your Roadshow. Using the metrics that are only relevant *before the event*, you can judge if you need to increase internal or external promotion. Please see '[Evaluating your Zavicefta KOL Roadshow and leveraging content](#)' for examples.



## 8. DELIVERING A VIRTUAL EVENT

We now appreciate that virtual events are a significant part of our ‘new normal’ and many of our HCPs find it challenging to attend events in person. Digital technology not only provides attendees with the option of participating in events virtually but can also be used to create an experience similar to an in-person event. Here, we provide tips on how to deliver a seamless virtual event and how to leverage the content generated to keep the conversation going, increase reach and maximise overall efficiencies.

### Pre-event

- Develop a clear briefing document for the Chair to which they can refer during the event
- Perform technical rehearsals to ensure:
  - The KOLs and Chair(s) have suitable connectivity, lighting, audio, backgrounds, etc.
  - The KOLs and Chair(s) know how all functionalities work (slide progression, Q&A submission, voting or other interactive options etc.) and know how to contact you with any problems
  - The presentation slides are compatible with the virtual platform
- Offer the faculty a joint slide review on the platform, as that will allow them to interact with each other ahead of the event, become familiar with each other’s slides and suggest questions for the discussion session. This will build a rapport that will be evident during the broadcast
- Ensure you have the KOL pictures that can be displayed in case you lose video feed during the event
- Ask the faculty to join the event platform at least 30 minutes ahead of the event for a final test of connectivity, lighting, audio, etc.
- If the event is to be pre-recorded, allow enough time for the KOL to run through their presentation a few times in order to ensure the final recording is done to time

### During the event

- Assume that everyone connecting will take longer than planned. Include a 5-/10-min buffer in the agenda to allow for any connection problems at the start of the meeting
- Create a Skype/Teams/WhatsApp group with your internal team for discussions during the event
- Identify a member of the Pfizer Project team who can respond to any technical challenges submitted by the audience
- Pre-prepare some questions to help kickstart discussions during the Q&A session
- Identify who from the Pfizer Medical Team will review and select submitted questions (to ensure that any questions that are off label are removed)

### After the event

- If the event is recorded, create on-demand webinar content that can be shared via your in-country Pfizer Pro website, included in rep-triggered emails (RTEs), or used at subsequent meetings
- For any questions not answered during the event, you may consider filming the speakers responding to those questions
- By referring to the event metrics set up during the planning phase, consider following up with the audience directly to get measurable feedback



## 9. DEVELOPING YOUR SUPPORT MATERIALS

---

To help you deliver successful Roadshows, there are a number of support materials that you can consider creating. These include save-the-dates, invitations, reminders, teaser animations etc. Examples from other face-to-face and digital Roadshows can be found in the section – “**Appendix: Example support materials from previous events**”.

When looking at these examples, you may note variations in branding; however, we now have a visual identity for the Zovicefta roadshows that you can use for your in-country events available for download. Please [click here](#) to view the materials.



# 10. EVALUATING YOUR ZAVICEFTA KOL ROADSHOW AND LEVERAGING CONTENT

We recommend that you evaluate the success of your Roadshows, especially if you plan on organising future events. A thorough evaluation will help you understand:

- what worked well and what did not
- whether it met the expectations of your audience
- whether the meeting objectives were met
- how well your promotional efforts worked
- if your timeline was realistic
- what measures should be taken to improve the meeting next time

Below are some example metrics that you may find of use:

Example metrics for event evaluation	
Before the event	<ul style="list-style-type: none"> <li>• Number of invitation emails/materials sent</li> <li>• Number of invitation emails/materials opened</li> <li>• Number of responses to invitation (RSVPs)</li> <li>• Number of registrants (to an event registration page, for example)</li> </ul>
During the event	<ul style="list-style-type: none"> <li>• Number of attendees/participants</li> <li>• Number and type of questions asked by the audience</li> <li>• Participation rate and results in poll/survey at end of meeting (if live)</li> </ul>
After the event	<ul style="list-style-type: none"> <li>• Evaluation scores</li> <li>• Solicited/unsolicited comments/feedback from audience or KOLs</li> <li>• Number of video views (if content is available on-demand)</li> <li>• Number of meetings and webinars</li> <li>• Average connection time</li> <li>• Cost per participant</li> </ul>



Below are examples from previous Roadshows, including what they learned and how they have been able to leverage the learnings from these events to increase their reach.

Country	How feedback was collected during the event	Examples showing how the content has been leveraged post-event
Russia	<ul style="list-style-type: none"> <li>• During the event, the team measured the number and quality of questions received from the audience</li> <li>• Post-event questionnaires were used to seek additional feedback</li> <li>• Face-to-face meetings and phone calls were used specifically to collect feedback from regional and local KOLs</li> <li>• Regular team meetings were used to gain feedback from the field force</li> </ul>	<ul style="list-style-type: none"> <li>• The slides were cascaded for use by regional KOLs and presented at subsequent roundtable events</li> </ul>
UK	<ul style="list-style-type: none"> <li>• Printed evaluation forms were used to collate feedback and ask the audience to rate the event (on a scale of 1–5) using the following questions:               <ul style="list-style-type: none"> <li>– How would you rate the meeting agenda?</li> <li>– Please rate the organisation and running of the meeting</li> <li>– How suitable was the venue?</li> <li>– What was the best educational component of the meeting?</li> <li>– Are there any additional topics that you would have liked to have been included in the agenda?</li> <li>– Please add any other comments or advice on agendas for future meetings</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Filmed content from the Roadshow and earlier events (including a Masterclass meeting) have been incorporated into Veeva and used in subsequent face-to-face meetings</li> <li>• Short talking-head versions of the recorded presentations were also made available; this format has allowed the Field Force to easily share clips during their own local meetings or during a sales call to prompt discussion</li> </ul>
Italy	<ul style="list-style-type: none"> <li>• Using a feedback form, the Field Force asked participants to rate the event (on a scale of 1–4) based on the following questions:               <ul style="list-style-type: none"> <li>– Do you think the project was well structured and organised in terms of timelines and supporting materials?</li> <li>– Do you think the content was useful for your work?</li> <li>– Do you think access to the webinar was easy and immediate?</li> <li>– Are you going to use the webinar recording/on-demand videos for future HCP meetings?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Content was made available as on-demand webinars via PfizerPRO for 12 months post-event</li> <li>• The content can therefore be used in hospital meetings to enhance interaction and for dissemination via eBlasts</li> </ul>



## Holding a debrief with your team

Your attendees and faculty are not the only opinions you should care about. Remember to listen to your team as well. We recommend holding a debrief meeting while the event is fresh in people's minds. Ask everyone what they felt went well and what could run smoother next time.



## 11. RESOURCE LIBRARY

The Global team can offer support in the development and roll-out of your Roadshow. We have also developed a range of materials and published/approved educational resources to support you. These resources will include:

- **Zavicefta Global Speaker Deck**
- On-demand webinar videos (please see below for those currently available). Please see the Zavicefta materials catalogue on Teams for further updates

Speaker	Topic
Matteo Bassetti	The growing threat of Gram-negative resistance
Francesco Giuseppe De Rosa	Defining the risk factors for patients with resistant Gram-negative infections
Jean-François Timsit	The importance of early appropriate treatment in serious infections
Matteo Bassetti	Update on the role of Zavicefta (ceftazidime–avibactam) in the management of infections due to carbapenem-resistant Enterobacteriaceae (CRE)
Alex Soriano	Activity of Zavicefta (ceftazidime–avibactam) against ESBLs and MDR <i>Pseudomonas aeruginosa</i>
David Livermore	Zavicefta (ceftazidime–avibactam) and OXA-48-producing organisms
Clovis Arns Da Cunha	<i>In vitro</i> activity of Zavicefta (ceftazidime–avibactam) against carbapenem-resistant Enterobacteriaceae (CRE)

- Chair and speaker briefing document templates
  - [Click here to download](#)
- KOL Roadshow branding: its use will ensure consistent KOL Roadshow branding across country events
  - [Click here to download](#)

Details of all assets listed, including GCMA job bag numbers where relevant, are located within the Zavicefta Materials Catalogue on Teams.



## APPENDIX: DEVELOPING YOUR ROADSHOW – CHECKLIST

Time before Roadshow	Content-related actions ✓	Face-to-face event logistics-related actions ✓	Digital event logistics-related actions ✓
<b>20</b> WEEKS	<ul style="list-style-type: none"> <li>Identify the theme of your Roadshow based on your 'must-win' moments and critical success factors</li> <li>Establish your Roadshow internal project team</li> <li>Define measurable outcomes (metrics) that are aligned with the overall business objectives</li> <li>Set up regular meetings for the project team</li> </ul>		
<b>19</b> WEEKS	<ul style="list-style-type: none"> <li>Hold your kick-off meeting with internal stakeholders to discuss the Roadshow project plan, objectives and review and approval process</li> </ul>	<ul style="list-style-type: none"> <li>Identify venue and room capacity</li> </ul>	
	<ul style="list-style-type: none"> <li>Assign roles and responsibilities, including agreement on agency support (logistics or content)</li> </ul>	<ul style="list-style-type: none"> <li>Organise any necessary audio-visual (AV) support and ensure that the room meets your technical requirements</li> </ul>	
<b>18</b> WEEKS	<ul style="list-style-type: none"> <li>Agree objectives, agenda topics and faculty to invite</li> </ul>		
<b>17</b> WEEKS		<ul style="list-style-type: none"> <li>Confirm venue booking</li> </ul>	
<b>16</b> WEEKS	<ul style="list-style-type: none"> <li>Identify international KOL(s), local Chairs, local KOLs and speakers</li> </ul>		<ul style="list-style-type: none"> <li>Identify webinar platform</li> </ul>
<b>15</b> WEEKS	<ul style="list-style-type: none"> <li>Determine faculty availability</li> <li>Define the channels and number of communications for audience invitation, including save-the-date, invitation to register, reminders, (print/digital)</li> </ul>		



Time before Roadshow	Content-related actions ✓	Face-to-face event logistics-related actions ✓	Digital event logistics-related actions ✓
<b>14</b> WEEKS	<ul style="list-style-type: none"> <li>Confirmation of faculty</li> <li>Create final agenda</li> <li>Begin developing event branding</li> </ul>		
<b>13</b> WEEKS	<ul style="list-style-type: none"> <li>Finalise event branding</li> </ul>	<ul style="list-style-type: none"> <li>Following MAPP approval of the Roadshow and approval of speaker consultancies, send out speaker contracts</li> </ul>	<ul style="list-style-type: none"> <li>Following MAPP approval of the Roadshow and approval of speaker consultancies, send out speaker contracts</li> </ul>
<b>12</b> WEEKS	<ul style="list-style-type: none"> <li>Develop save-the-date and invitation materials</li> <li>Develop speaker briefing documents</li> </ul>		
<b>11</b> WEEKS	<ul style="list-style-type: none"> <li>Approve save-the-date material</li> </ul>		
<b>10</b> WEEKS	<ul style="list-style-type: none"> <li>Approve invitation material</li> <li>Schedule speaker briefing calls/video conference to run through briefing documents and suggested presentation content</li> </ul>	<ul style="list-style-type: none"> <li>Complete faculty contracting (signed contracts returned)</li> <li>Send save-the-date materials                             <ul style="list-style-type: none"> <li>Please note that attendee-facing materials should not be sent out until KOLs have been contracted</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Complete faculty contracting (signed contracts returned)</li> <li>Send save-the-date materials                             <ul style="list-style-type: none"> <li>Please note that attendee-facing materials should not be sent out until KOLs have been contracted</li> </ul> </li> </ul>
<b>09</b> WEEKS		<ul style="list-style-type: none"> <li>Finalise faculty travel and accommodation requirements</li> </ul>	
<b>08</b> WEEKS	<ul style="list-style-type: none"> <li>Brief faculty (following completion of the contracting process) via briefing call</li> </ul>	<ul style="list-style-type: none"> <li>Send delegate invitations (electronic or printed)</li> <li>Confirm delegate registration platform</li> </ul>	<ul style="list-style-type: none"> <li>Confirm delegate registration page</li> <li>Develop delegate registration materials</li> </ul>
<b>07</b> WEEKS			
<b>06</b> WEEKS	<ul style="list-style-type: none"> <li>Finalise and approve any materials</li> </ul>	<ul style="list-style-type: none"> <li>Develop additional support materials for the event e.g. banners, staging backdrop, delegate welcome packs</li> </ul>	<ul style="list-style-type: none"> <li>Publish delegate registration page</li> <li>Send delegate invitation materials</li> </ul>



Time before Roadshow	Content-related actions ✓	Face-to-face event logistics-related actions ✓	Digital event logistics-related actions ✓
<b>05</b> WEEKS	<ul style="list-style-type: none"> <li>Speaker slides submitted to Pfizer</li> </ul>		
<b>04 03</b> WEEKS	<ul style="list-style-type: none"> <li>Speaker slides reviewed against the brief, formatted and referenced (aligned with local/country RC)</li> <li>Speaker slides reviewed by Pfizer medical and legal teams</li> </ul>	<ul style="list-style-type: none"> <li>Finalise delegate travel and accommodation requirements (where required)</li> <li>Send materials to print</li> <li>Send registration reminders</li> </ul>	<ul style="list-style-type: none"> <li>Send registration reminder materials</li> </ul>
<b>02</b> WEEKS	<ul style="list-style-type: none"> <li>Hold video conference slide reviews following medical and legal review (aligned with local/country RC pursuant)</li> <li>Onsite slide rehearsal scheduled (if applicable)</li> </ul>		<ul style="list-style-type: none"> <li>Hold connectivity tests and technical rehearsals</li> </ul>
<b>01</b> WEEK	<ul style="list-style-type: none"> <li>All speaker slides given final approval</li> <li>Share approved slide deck with speakers and translators (where relevant)</li> </ul>	<ul style="list-style-type: none"> <li>Close delegate registration and confirm numbers</li> </ul>	<ul style="list-style-type: none"> <li>Close delegate registration and confirm numbers (where relevant)</li> <li>Send 5-day reminder materials</li> </ul>
<b>01</b> DAY	<ul style="list-style-type: none"> <li>Onsite slide rehearsals prior to meeting (if applicable)</li> </ul>		<ul style="list-style-type: none"> <li>Share the 24-hour reminder (where relevant)</li> </ul>
<b>00</b> MEETING DAY		<ul style="list-style-type: none"> <li>Check all technical aspects of the event are in place (where headphones are used for translation purposes, please remember to test them)</li> </ul>	<ul style="list-style-type: none"> <li>Perform a final technical rehearsal</li> </ul>
<b>MEETING DATE</b>			
<b>POST-MEETING</b>	<ul style="list-style-type: none"> <li>Report any adverse events (within 24 hours)</li> <li>Follow up any unanswered audience questions</li> <li>Submit recorded content (where relevant) for approval on GCMA</li> <li>Collect KPIs from the webinar vendor or from face-to-face event</li> <li>Track event metrics to measure success</li> <li>Collate and develop evaluation results for report</li> </ul>	<ul style="list-style-type: none"> <li>Thank/send an acknowledgement to the KOL(s)</li> <li>Send thank you messages to the audience</li> <li>Follow-up payments</li> </ul>	<ul style="list-style-type: none"> <li>Thank/send an acknowledgement to the KOL(s)</li> <li>Send thank you messages to the audience</li> </ul>



## APPENDIX: EXAMPLE SUPPORT MATERIALS FROM PREVIOUS EVENTS

### Example support materials from previous events

Speaker briefing documents

Chair briefing documents

Slide templates

Audience save-the-dates

Audience invitations

Invitations to register and reminder (webinar)



**Example support materials from previous events (contd)**

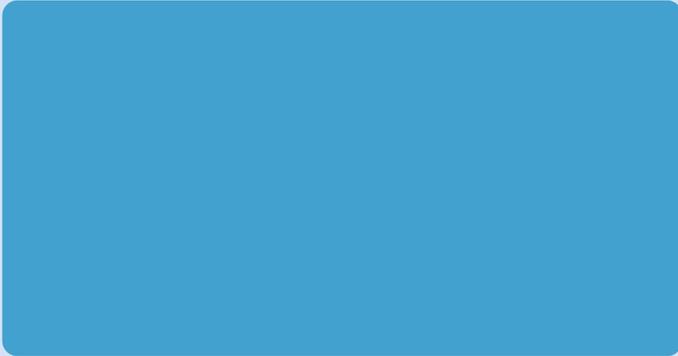
**Meeting information pages (for webinars)**



**Evaluation forms**



**Printed banners**



**Certificates of attendance**

(Not all Roadshows may require a certificate of attendance, it is dependent on local regulations/requirements)

