

# Spotlight on Launching a New IQVIA Sub-Brand

## Situation

IQVIA's Digital Enablement Center of Excellence (DECOE) engaged Rebound to assist with managing their participation in many industry events. This business unit was also establishing a new sub-brand to launch at the Digital Pharma East (DPE) healthcare marketing conference and needed project management expertise to ensure the announcement, keynote presentation, and related activities made an impact at the event.

## Solution

The DECOE marketing team brought on Rebound's **Alison Brown**, Senior Consultant for Event Strategy & Management, to help the marketing team simultaneously manage both Digital Pharma East and the brand introduction.

Alison collaborated with multiple stakeholders on Digital Pharma East to:

- Create a **comprehensive event plan**
- Manage the **IQVIA booth**
- Coordinate **IQVIA speaking engagements and attendee logistics**
- Host an **evening reception** for more than 600 clients and partners

Alison also orchestrated the work of Rebound and outside agencies on multiple workstreams related to the sub-brand launch. These initiatives included the on-time roll out of a new website, publication of brand guidelines, as well as production of audience-specific fact sheets and other customer content.

## Impact



**Successful brand launch:** The rollout of IQVIA Digital at DPE, including a prominent booth and well-executed programs, increased visibility for the new brand.



**Enhanced strategic focus:** Alison's support allowed the event marketer to shift from a reactive to a strategic role, aligning the event with the broader commercial goals.



**Team collaboration:** Alison's efforts improved team dynamics and ensured timely completion of all project elements.



Alison has also supported the Safety, Regulatory & Quality (SRQ) team assisting with the customer FUSION conference and other events and gave the Research & Development Solutions (RDS) team a visible presence at the DIA and ESMO conferences.