

GET TO KNOW THE

VEP



Virtual Engagement Platform

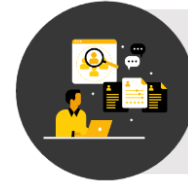
AT A GLANCE

The Virtual Engagement Platform (VEP) is a versatile **Sandoz** tool designed for engaging with both internal and external target groups. This multipurpose platform offers a wide range of applications, including the creation of permanent showrooms, hosting hybrid or virtual events, optimizing registrations and attendee management for face-to-face events, and enabling unforgettable experiences in the metaverse.



WHO CAN USE THE PLATFORM?

Marketing, Sales, PR, Event Planner and everyone that wants to engage with internal or external target groups



WHERE CAN I LEARN MORE ABOUT THE PLATFORM

More information (use cases, prices, presentations) about the VEP can be found on virtual.sandoz.com/vep.



WHAT CAN I DO WITH THE PLATFORM?

Use the platform to create memorable experiences that educate your target group, allows them to research content and to network



WHEN CAN I START USING THE PLATFORM?

Right now! The platform has been launched in 2020 and is ready for use. Just contact vep@wwm.de.



WHY SHOULD I USE THIS PLATFORM?

The VEP is the only Sandoz IT approved platform for virtual and hybrid events, permanent showrooms and is connected to Sandoz systems.

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Virtual Engagement Platform

VEP CMS

- Interactive user journeys
- Seamlessly embed other tools
- Multilingual experiences
- Sandoz design or product branding
- Mobile responsiveness
- Sandoz domain (virtual.sandoz.com)

VEP CRM

- Track all your visitors' steps
- Protocol every activity
- Generate opt-ins
- Possibility to sync to Sandoz CRM
- Get to know your target group

EVENT MARKETING AUTOMATION & ANALYTICS

- Automatic email sending in pre- and post-event campaign Emails are being sent out from Sandoz domain (@virtual.sandoz.com)
- Individual post-event surveys to ask for participants' feedback
- Traffic and performance analytics for your event or showroom

VIRTUAL ENVIRONMENTS

- Create memorable experiences
- 3D, 360°, Metaverse technology
- Choose from over 100 templates

*Virtual Environments are optional

EVENT & PARTICIPANT MANAGEMENT

- Individualized content
- Individualized user journeys
- Target group-based content
- Different access options



virtual.sandoz.com/vep



vep@wwm.de

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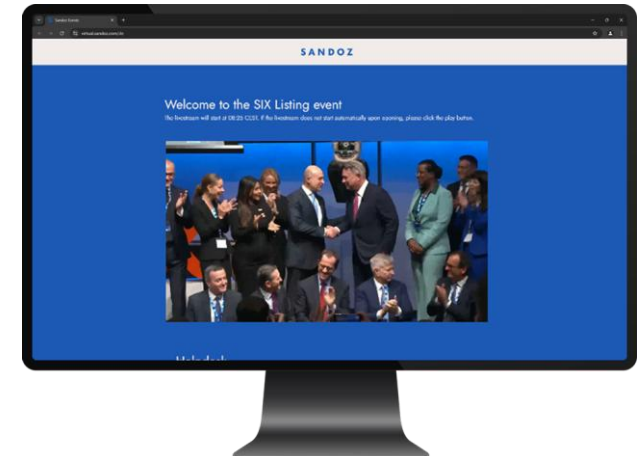
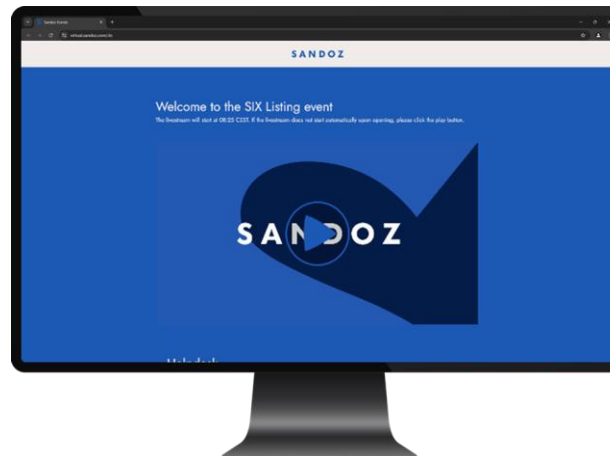
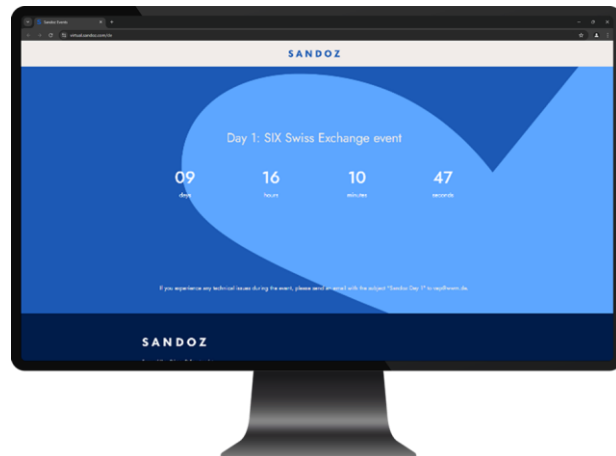
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Virtual Engagement Platform

Example: Sandoz Day 1: SIX Listing Event “Ring the Bell”

Project Name:	Sandoz Day 1: SIX Listing Event „Ring the Bell“
Country/Region:	Switzerland / Global
Format:	Public Event
Target Group:	External and Employees
Contact:	Christopher Harrer (christopher.harrer@sandoz.com)



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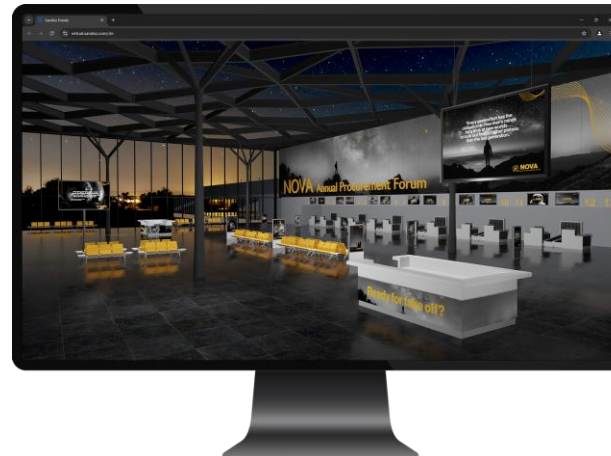
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Example: Annual Procurement Forum (Mission Nova)

Project Name:	Annual Procurement Forum
Country/Region:	Global
Format:	Virtual Event
Target Group:	Internal
Contact:	Novartis contact person



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Virtual Engagement Platform

Example: Suchtkongress

Project Name:	Digital Campus
Country/Region:	Global
Format:	Showroom / Campus
Target Group:	Internal
Contact:	Benjamin Roos (benjamin.roos@sandoz.com)

