



INNOVATION GUIDE

Alternative Hosts for Virtual Events

Overview

Veeva CRM Engage for Events Management is a virtual event solution embedded in Veeva CRM Events Management and executed with user-friendly, industry-leading Zoom technology. Engage for Events allows event organizers to designate alternative hosts for increased flexibility and security.

In many organizations, the person scheduling an event is not the person hosting it. With alternative host capabilities for virtual events, schedulers can identify a team member who will actually execute the event, and provide them with the technical tools for success.

Assigning alternative hosts also acts as insurance for your event, eliminating rescheduling or cancellations if an event organizer is unable to host. Alternative host capabilities are intentionally flexible, honoring the possibility of same-day changes and saving time for event organizers, approvers, speakers, and attendees.

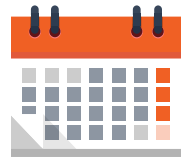


How It Helps



COMMERCIAL OPERATIONS

- Creates event hosting redundancies that support business processes
- Extends involvement to home office and medical teams
- Expands event types Engage for Events covers



EVENT ORGANIZERS

- Provides backup for unexpected changes
- Relieves event scheduler of host duties
- Introduces moderator role when planner is added as an alternative host



IT/COMPLIANCE

- Simple configuration, included in Engage for Events
- Unique user links generated for each host
- Full tracking for host and attendee logon and logoff

Contact your IT team to enable alternative host capabilities in Veeva CRM Events Management.

Requirements



Alternative hosts must be licensed Engage Meeting users and designated Event Team Members. When assigning an alternative host, consider the following:

- Only the original event organizer can designate team members as alternative hosts
- If the original host is also in the meeting, they will retain the power to end the event over the alternative host
- If a virtual event is started by an alternative host, and the original host later joins, the original host reclaims the hosting privileges of the meeting
- Multiple team members can be designated as alternative hosts for the same virtual event
- When tracking virtual event attendance is enabled, hosts and alternative hosts are tracked in addition to speakers and attendees

Resources



[Veeva Digital Events Hub](#)

[Engage for Events Demo](#)

[Veeva CRM Online Help](#)

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