

# how to improve your medical meetings

*Barcelona, Spain*



*“We were looking for a moderator/facilitator for the opening and closing ceremonies of our annual conference but Roy delivered so much more. His professionalism and very British sense of humour transformed our conventionally stiff events into entertaining, interactive shows – exactly what was needed to get things off the ground. By generating a lively atmosphere, he succeeded in connecting people who might not otherwise have met each other and left a lasting impression with all of us.*

*If you have ever the chance to work with him – do it.”*

Andreas Felser, Executive Director,  
European Association of Nuclear  
Medicine (EANM)



One minute video of Roy Sheppard opening the 2016 annual congress for the European Association of Nuclear Medicine in Barcelona, Spain. (6,100 + attendees).

Booked as facilitator/speaker  
for this congress in:

Hamburg 2015,  
Barcelona 2016 and  
Vienna 2017.

Roy delivered a Presentation Skills workshop for ZimmerBiomet to a group of 22 European orthopaedic surgeons.

**They awarded him a mean score average of 100% !**

*“Roy has helped us to develop the speaking, presentation and moderation skills of many of our staff and customers, across a wide range of abilities and experience. His stimulating approach is always well received, giving plenty of practical pearls on how to present effectively, the importance of messaging, and dealing with the unexpected. Most importantly, Roy’s techniques to build confidence and deal with the common issue of nerves has been extremely helpful to us. Overall, we have seen a significant improvement in the quality of our presenters, as reflected in the evaluations of their own audiences.”*

**John Cresser-Brown, BSc. PhD., Vice President, Zimmer Institute, EMEA**

# what other clients say

*"I have known Roy for 25 years. We have worked together on many occasions in TV, radio and on the conference and meetings circuit — and he has always been a joy and, of course, a professional.*

*... we brought Roy in to facilitate a three-day conference (in Seville) for a major international pharma company. A large part of the conference was an extended and detailed discussion about the merits of a complex drug for an audience of 170 senior doctors from all around the world, Roy handled it superbly. He THEN had to give them a presentation on how to give a presentation at 2pm, the notorious graveyard shift, and with an audience where only 5% used English as their first language.*

*The fact that the audience were enthralled and ranked the session so highly is a testament to Roy's skill. Would I recommend Roy? Absolutely yes. He does what it says on the tin — and he does it very, very well indeed."* **Richard Cobourne, Producer OSP Healthcare Ltd**

*"I hired Roy to facilitate a EuCan Brand Launch conference for a major pharmaceutical company client that I had been working with on brand strategy development and key launch programmes and activities.*

*I can honestly say that Roy is a true master at his craft. The international audience was completely engaged for two days and the energy levels remained high from beginning to end. Roy didn't just turn-up on the day of the event, he worked closely with me and the internal team in the run-up to the event to ensure that the conference was professional and yet authentic and real.*

*Feedback from the audience was superb and it generated plenty of great conversations in the days and weeks afterwards. I would definitely recommend Roy and I would not hesitate to hire him again."* **Claire Taylor, pharma branding and marketing consultant**

# If networking at your meeting is important

Medical conferences offer superb networking opportunities. Yet in so many cases, these meetings can be particularly formal and rather conservative.

Roy Sheppard is a very skillful (and culturally sensitive) speaker who will inspire your attendees to make the most of the networking opportunities and help 'break the ice' and bring your event to life. Indeed, a delegate once wrote:

***“Roy Sheppard breaks more ice than the Russian fishing fleet!”***

By adding Roy's educational networking seminar to your programme, your delegates will learn these skills, make valuable connections during the seminar itself and apply their learning instantly during the rest of your event.



# Networking education at a Smith & Nephew meeting

*"As a National Sales Manager responsible for the largest sales force working within the healthcare environment, I face many ongoing challenges. ... Every representative thinks that he or she has a brilliant relationship with most of the customers that they deal with on a regular basis. When you question them about this relationship they get very defensive and guarded. I wanted to launch a whole new initiative that pushed the ownership and the responsibility on each representative to search into how good that relationship actually was.*

*A major sales conference was picked to launch this issue and we needed something that would make a big impact,- we decided on Roy Sheppard. Roy managed to get the whole sales force to think about themselves in a totally different light. Getting people to talk well of us behind our backs has now become a buzz-word within our Company. We now have active development of each relationship and the sales force want and demand more knowledge. Roy really is the right person to make you take that first difficult step. Thank you Roy Sheppard - I hope you know what you have started. I think you do!"*

**Mark Welsh, National Sales Manager, Smith & Nephew Healthcare**

# video reporter

## on-site video interviews

Audience members are prepared to talk to Roy on video. They get to know and trust him. So if you'd like to capture their thoughts and insights to be shown later in the conference, or perhaps as a tool to recruit attendees for your future events, Roy can create a video for you. All included in his fee.

Roy supplies all video, audio and editing equipment.

See right for an example of young conference delegates (in this case lawyers, accountants and bankers) who were interviewed on video during a drinks reception immediately following Roy's networking presentation.



**Teaching the next generation of young professionals critically important networking skills**

Think of the result you want from your next medical meeting.

Roy Sheppard can use his many skills to help you achieve your objectives.

*He is fast-thinking, hugely experienced, very event-tech savvy, high-energy, engaging and easy-to-work with.*

*To contact Roy:*

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