

SCDM India Conference 2016

CDM In Digital Health : DM 2.0

Technology | Data | Analytics

Annual Conference
December 2016



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Snapshot

02 days

15.25 hrs of content dissemination

Total Sessions – 15

Workshop -1 (Project Mgmt.)

Leadership Forum -1 (65 attendees)

Speakers – 48

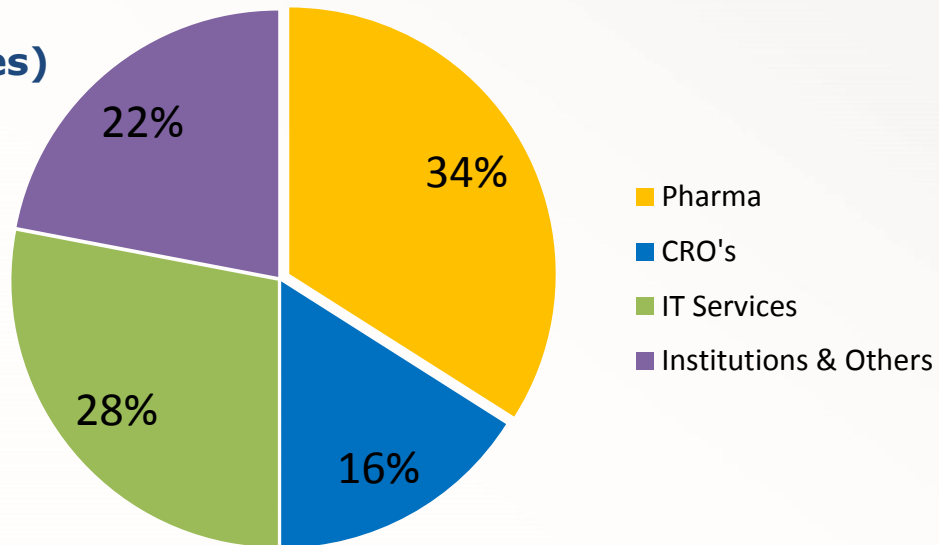
Attendees – 265

Sponsors – 03

Exhibitors – 06

Media Partners - 05

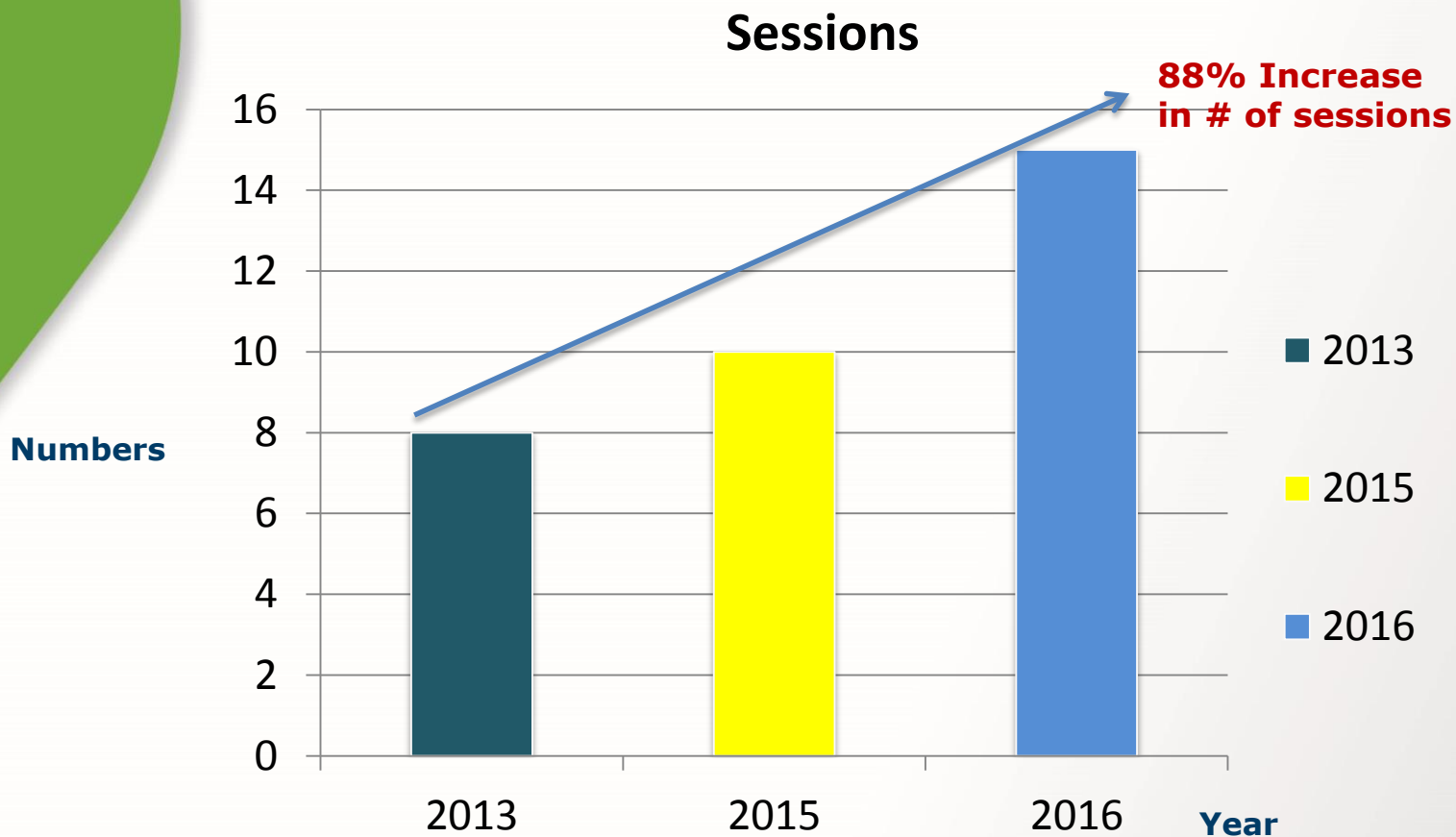
Sectors





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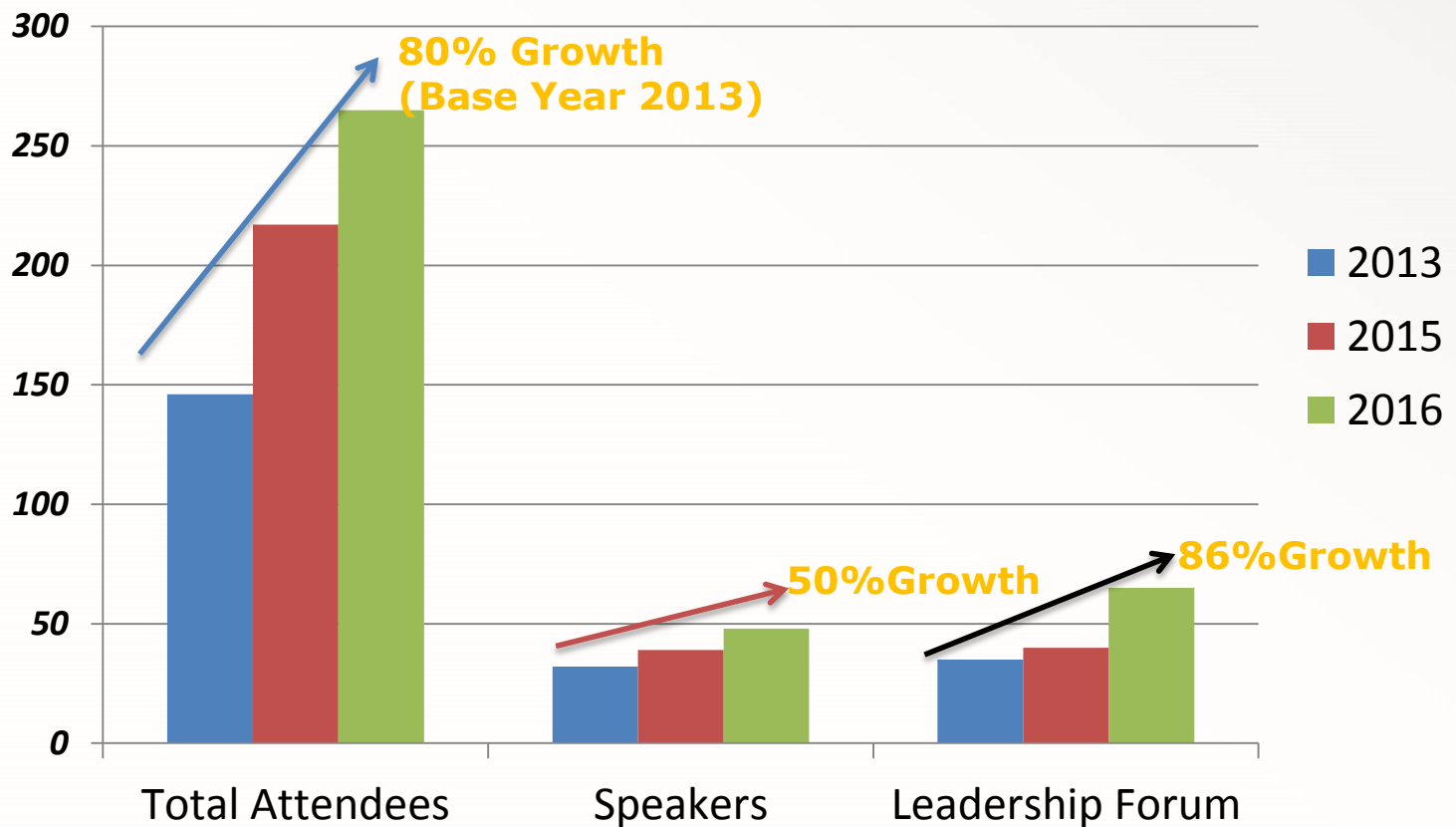
Growth in Conf. sessions





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Statistics – Attendees, Speakers and LF

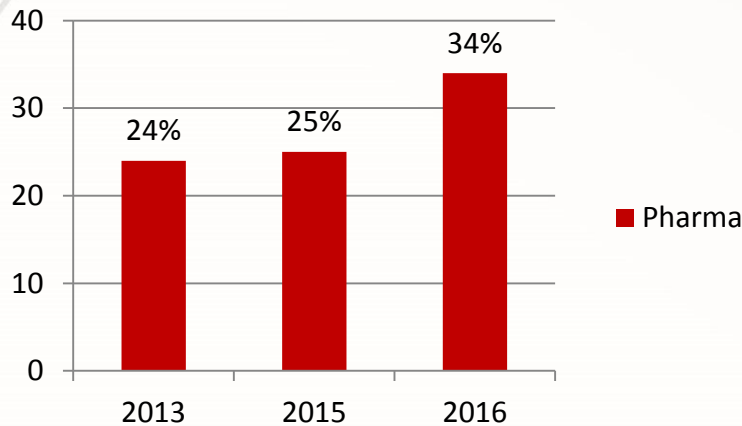




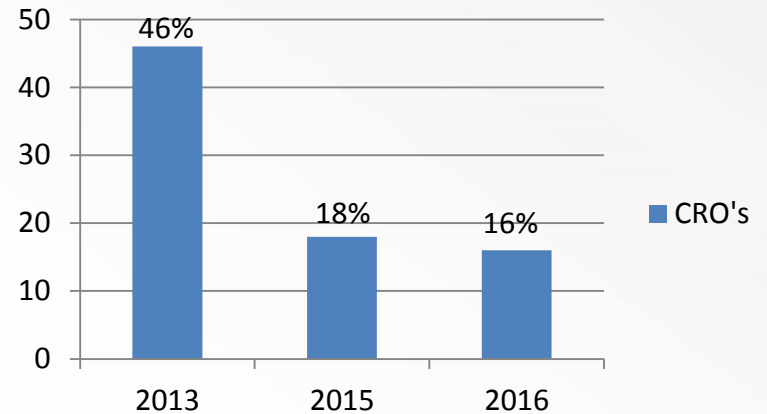
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Attendee Demographics (Trends)

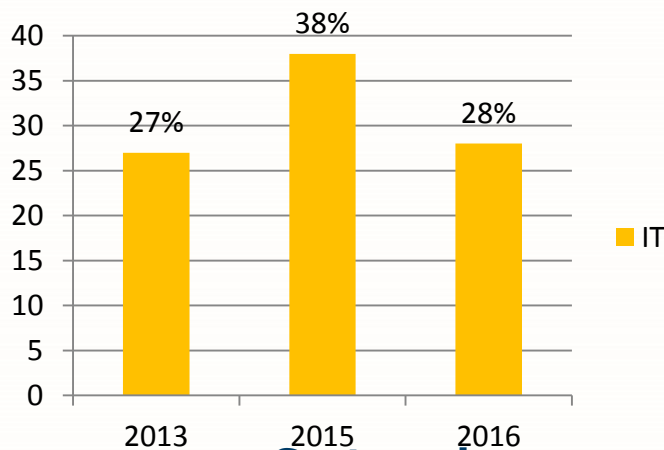
Pharma



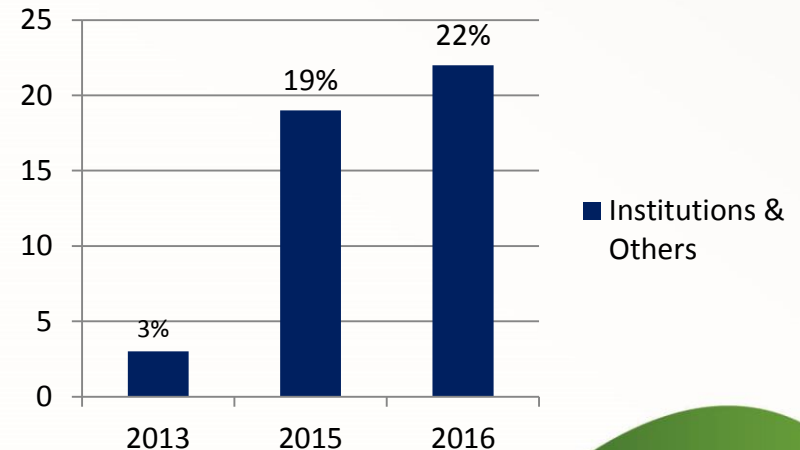
CRO's



IT Services



Institutions & Others



Sector wise presence at SCDM India Conference



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Social Media Outreach



@SCDMIndiaConf: Tweets- 310, Following- 414, Followers- 78

Hashtag #SCDM_Indiaconf

Organic impressions on 10th Dec – 2300

Top tweet – Power packed session by Arun Shankar on Big Data Analytics (805 impressions)



<https://goo.gl/GSggdc>

Pre-event followers - 110

Post Event followers – 280 (till date)

Followers Statistics :-

43% Senior Management

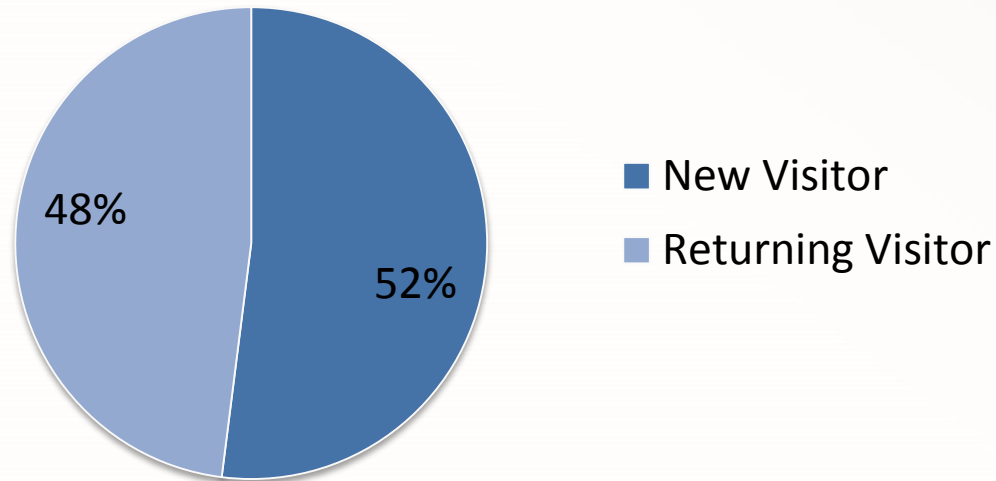
58% Pharma; 11% ITS; 10 % CROs



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Event Website(www.scdmindia.org)

- **Page Views** – 5000 plus (Period 2 months 15 days)
- **Avg. Session duration:** 5 Minutes
- **Visitor Traffic Analysis**





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Media Partners Pre event coverage:

- **Biospectrum**

Advertisement(Nov.) & Pre event write-up(Oct.)

- **The Pharma Review**

Advertisement & Pre event write-up(Sept.-Oct.)



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Testimonials

“Very well organized event. Had a good time meeting colleagues in the industry as well as being a co-chair in one of the RBM sessions.”

Sreedhar Bunga, Group Manager & Head Clinical Ops., HCL technologies

“Very well organized. Interesting and current topics. Interesting concept and great for networking.”

Khusnoor Dastoor, Ex. Director & Head QA, PPCE

“Like always, the conference was very well organized. This time, I found it to be informative and the speakers did a very good job! Looking forward to participating in the next SCDM conference.”

Sanyogeeta Andhale, Sr. Clinical Data Analyst, Cytel

“The topics for the conference were well chosen and very relevant in the current scheme of clinical research. Well attended and enjoyed the interactions.”

Chandrika Arora, Founder & CEO, Qmatra

“I personally found entire SCDM conference informative and commendable. Choice of sessions, presentations, sound quality, attentiveness of program crew etc were really impressive.”

Naresh Singh, AVP-Business Development, Lambda Therapeutic Research



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Testimonials

“SCDM India 2016: Great event, good content & well attended. Met lots of industry folks & colleagues. Well done [SCDM India Conference](#) [SCDM Headquarters](#) [Nimita Limaye](#) [A.V. Prabhakar](#) [Mayank Anand](#) and team.”

Arshad Mohammed, Sr. Director- Clinical Dev. Strategy, QuintilesIMS

“The good thing about [SCDM conferences](#) is that it is a conference focused in the data management and sciences space which gives greater content depth and is reflective of the speakers and panelists who have a great deal of hands-on experience and eagerness to share.”

Abby Abraham, Co-founder & VP, Algorics

“It was great sharing thoughts and shaking hands with the CDM talent pool and industry leaders at the [SCDM India Conference](#).”

Debu Moni Baruah, Clinical Data Lead, BioClinica

“Presented a topic on smart database build by using digital technology in SCDM India 2016 conference. My second year participation and I must say that this is an excellent platform to meet our industry professionals and listen thought leadership sessions, interesting debates from our current industry leaders and key talents.”

Bishwadip Sarkhel, Expert Clinical Data Manager, Novartis



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Testimonials

“Overall SCDM Conference held at Hyderabad was really good and knowledgeable. I thoroughly enjoyed the two day event, I hope we continue to have more such sessions across India building Domain knowledge and enhance the expertise in terms of Clinical Research of every person within this field.”

Subhash Amrutham, Clinical Data Manager, Novartis

“I was a part of SCDM Conference for first time and it was enlightening and enriching experience for me. I feel privileged to get an opportunity to network with esteemed industry talent and hence feel more empowered and motivated to add value to our Clinical Research domain.”

Namita Rajput, Sr. Clinical Data Manager II, inVentive Health

“The Conference was very well organized and there was so much information to get. All the topics were very well explained and demonstrated. Looking forward for such conferences in future.”

Vinesh Sharma, Product Manager, TCS

“Its been great initiative by SCDM they are organizing conferences in India also, it was an pleasure to attend the conference. Topics covered were good. Overall I got to know more on the current and future trends in clinical data management, excellent opportunity provided by SCDM and I am proud to say I have attended SCDM.”

Vikram C, Manager, Accenture



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Testimonials

“SCDM Conference was good place to build networking , know your industry trend sets , upcoming business need with new technology. Get inspired with leadership talk and know the point of view for industry. As a manager for Financial life cycle solution . I had lot of new learning and also an opportunity to let the industry know how important is finance to our clinical trial.”

Seema Mohapatra, Manager, BioClinica

“My experience on conference was extremely informative and validating that all in the Clinical Research and Data Management industry are managing the same challenges for transformation on day today processes. I have also found it beneficial engaging with peers and professional colleagues.”

Ashwini Surath, Sr. Clinical Standards Architect, Novartis Healthcare

“I would say overall it was a great Conference and all the speakers were fabulous in their presentations and they provided many new insights of CDM.”

Abhinav Kumar, IT Analyst, Tata Consulting Services

“SCDM 2016 was really great in the perspective of content, the way it was organized. It was a great experience personally for me to meet the industry veterans and interact. Looking forward for SCDM 2017.”

Jeba Kumar, Sr. Manager-CDMP, inVentive Health

Thank you

For Sponsorship queries contact Vijayraj Amin at
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