



CASE STUDY

Providing quiet time to make some noise

Our client was chatting to a leading dermatologist when he mentioned that he and his colleagues often struggle to know what to do about the psychological impact of skin conditions. As qualified doctors, they felt totally confident in the therapies they recommended, but were highly aware that the patient care goes beyond the skin. On the flip side, clinicians themselves were feeling burnt out and under pressure, which is not a good state to be in when supporting emotionally vulnerable patients. As a leading player in the therapy area our client wanted to help. How would you go about it?

Our thoughts:

Every now and then an opportunity presents itself to a client. The trick is to recognise that opportunity and deliver on it with maximum effect and impact. Jango's core focus is on how to make meetings memorable. We know there is a magic recipe for this involving exactly the right balance of key ingredients: **topics, faculty, materials, venue, timing and delegate profile**. That's why a Jango meeting is **always memorable for all the right reasons**, which creates loyalty and good feeling from the medical community towards our clients.



The outcome:

The feedback from the delegates was 97–100% positive on the parameters of relevance, format and the quality of speakers and topics. The quotes speak volumes and show that this really was a memorable meeting.

All speakers were excellent! A few absolutely blew it up and hence I marked them up a bit

Will change practice and has definitely given time to think about practice

Good strategies, powerful

