

WCPP F2F SOP

Pre - event	
To commence at least 6 weeks prior to the date of the event	
Action	Detail
<ul style="list-style-type: none"> Agree with customer best day/time to host the WCPP Modules 	<ul style="list-style-type: none"> Align with local protected learning time to drive maximum attendance
<ul style="list-style-type: none"> Contact Marketing and Events Liaison (Lisa Clayton) 	<ul style="list-style-type: none"> Secure TNVA/TVPL availability Secure venue Request WCPP Flyer to be created
<ul style="list-style-type: none"> Once date secured- set up diary invite and invite the customer and all Coloplast colleagues involved with the event Sales and Marketing Liaison (Lisa) will led this Circulate flyer within the account Monitor registrations on a weekly basis 	
<ul style="list-style-type: none"> Arrange pre-meet with customer and TVNA/TVPL to provide background on the account, clarify agenda and time on the agenda for local content 	
<ul style="list-style-type: none"> Contact Sales and Marketing Liaison (Lisa) to request MS Forms links 	<ul style="list-style-type: none"> Pre-Assessment (includes marketing consent) Post Assessment WCPP Evaluation form WCPP attendance certificate PDF <p>Produce QR Code for each form in advance of session</p>
<ul style="list-style-type: none"> Send out 'Welcome to the WCPP' email template 7 days prior to the event NB This will need to be amended with the specific details of the module i.e., module content, timings, venue, cut off time to join the session 	<ul style="list-style-type: none"> Email to include <ul style="list-style-type: none"> Information about the purpose of the pre and post assessments A trial MS Forms link to ensure attendees can access the assessments
<ul style="list-style-type: none"> TM/ISA and TVNA/TVPL to Plan Transforming Care, Transforming Lives product section with innovative/interactive discussions relating back to content covered in the specific WCPP Module 	
<ul style="list-style-type: none"> Request WCPP Module results tracker from Tracy Vernon 	
<ul style="list-style-type: none"> TM to check registrations 2 days prior to the event 	<ul style="list-style-type: none"> Clarify numbers for lunch/refreshments Email all registered attendees to request details of any dietary requirements
<ul style="list-style-type: none"> TM to collect lunch/refreshments on day of the event or inform venue of final numbers if they are catering for the event 	
During the event	
Action	
<ul style="list-style-type: none"> Arrive early to set up and ensure you can project session content effectively 	
<ul style="list-style-type: none"> TM to welcome and introduction to the session 	<ul style="list-style-type: none"> Run through expectations and the agenda and the 'Introduction to the WCPP' presentation to set the scene
<ul style="list-style-type: none"> Using pre produced QR Code request all attendees to scan QR code to complete consent and pre assessment 	<ul style="list-style-type: none"> Allow 10 minutes to complete (monitor completed forms via MS Forms) Do not accept completed assessments submitted after the ten-minute deadline.

<ul style="list-style-type: none"> • TVNA/TVPL to present module content/pre-recorded video from Showpad to be used in absence TVNA/TVPL 	
<ul style="list-style-type: none"> • TVNA/TVPL/TM to recap on key content using the assessment questions as a guide 	
<ul style="list-style-type: none"> • Using pre produced QR Code request all attendees to scan QR code to complete the post assessment 	<ul style="list-style-type: none"> • Allow 10 minutes to complete (monitor completed forms via MS Forms)
<ul style="list-style-type: none"> • TM to deliver Transforming Care, Transforming Lives Product session 	
<ul style="list-style-type: none"> • TM to end the session detailing next steps 	<ul style="list-style-type: none"> • Details of next module, how certificate will be received, local TM contact details
<ul style="list-style-type: none"> • TM to settle invoice with venue 	
Post event To be completed within 1 week of the event	
Action	Detail
<ul style="list-style-type: none"> • TM to check evaluation form results and communicate to all involved with the session 	
<ul style="list-style-type: none"> • Pre and post assessment scores to be logged on the WCPP Module results tracker and sent to Tracy • TM to add all attendees as a contact in Salesforce. If more than 20 contacts, request support from Operations Team 	
<ul style="list-style-type: none"> • PDF certificate to be emailed to all attendees 	<ul style="list-style-type: none"> • Certificates only to be emailed for attendees who have completed the following <ul style="list-style-type: none"> ○ Pre-Assessment (includes marketing consent) ○ Post Assessment ○ WCPP Evaluation form
<ul style="list-style-type: none"> • TM to follow up with relevant Showpad content and dates of future modules. 	