Frequently Asked Questions (FAQ)

MED-EL

Marketing

1. How do I track the status of my portal request?

Once your request is submitted, you'll receive email updates throughout the process. You can also contact marketing.us@medel.com for the status anytime.

2. How long does it take for a marketing project to be completed?

Timelines vary based on project scope, complexity, and current workload. Simple projects may take a week or two, while larger projects could take several weeks. We will provide an estimated timeline once the project is reviewed.

3. What if I need an urgent request?

We understand urgent projects may have tight deadlines. If you have an urgent request, please submit it through the portal and mark it as "urgent." The team will assess whether the project can be prioritized, though not all requests may be fulfilled on short notice.

4. Will my project be guaranteed to get started once submitted?

Submission does not guarantee that the marketing team will start your project immediately. Each request is reviewed and discussed with the team to determine its objectives, deliverables, and priority before we decide whether it will be executed.

5. Who will be my point of contact during the project?

Our Project Manager of the marketing team will be assigned to your project and will serve as your primary point of contact. They will provide updates and work with you on revisions or approvals as the project progresses.

6. What if I need help with design or messaging for my project?

Our marketing team can work with you to refine branding, messaging, and design. If you're unsure about how to frame your project or need creative input, indicate that on your request form, and we'll schedule a consultation.

7. Can I request updates or changes to an existing project?

Yes! You can reply to the project update emails or reach out directly to our project manager with any changes.

8. What if I need to cancel a portal request?

If you need to cancel, please contact us as soon as possible. Be mindful that once materials go to print or production, we may not be able to stop the process.

9. What happens if a project doesn't meet the deadline?

We strive to meet all deadlines, but delays can happen due to unforeseen circumstances. If a project timeline is at risk, we will notify you in advance and work together to adjust deadlines or find alternative solutions.

As always, reach out to the Marketing Team at marketing.us@medel.com for assistance or with any questions.

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Events

1. **Events Team Assistance: What is the definition of an event within the company?**
   a. An **event** is defined as an in-person meeting, training, workshop, or conference that involves external guests, such as recipients, customers, or partners, and/or includes contracts or agreements with outside parties. The Events Team's support is specifically triggered by the presence of these external participants or contractual requirements.
   b. **The Events Team will primarily assist with events involving external guests or when contractual elements are involved.** For internal meetings without these conditions, staff may not receive dedicated support from the Events Team.

2. **How far in advance should I submit my event request?**
   a. To allow for thorough planning and resource allocation, please submit your event request **at least 8 weeks before the event date**. This advance notice ensures the Events team has adequate time to coordinate logistics, secure necessary approvals, and manage any external contracts.

3. **Can the Events Team assist with virtual events?**
   a. The Events Team does not provide support for virtual events. Please plan and coordinate these independently.

4. **Does the Events Team handle venue booking?**
   a. **Venue Booking Support:** The Events Team assists with sourcing and booking venues, negotiating contracts, and coordinating logistics primarily when events involve **external parties or contractual obligations**. For internal-only events without these requirements, venue booking support may not be provided.
   b. To ensure availability and optimal planning, please submit venue booking requests as early as possible, ideally at least 8 weeks before the event. This allows us to secure suitable locations and handle any necessary arrangements smoothly.

5. **How do I set up and use Microsoft Forms for event-related activities?**
   a. **Using Microsoft Forms for Event Registrations:** Microsoft Forms is a helpful tool for managing event registrations that does not include complex details (i.e., hotel bookings, flights, or CEUs). It's ideal for simple registrations like dinner RSVPs or meeting attendance.
   b. For events that don't require these additional arrangements, Microsoft Forms is a convenient option for staff. For step-by-step instructions on setting up and using these forms effectively, please refer to the MED-EL Events Resources Guide.
   c. Access available event templates:
      i. Event Registration Here
      ii. Follow Up Survey Here

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Events (continued)

6. When should I use CVENT versus OnceHub for event management?

a. **CVENT:** Ideal for complex events requiring detailed registration management, such as those involving **CEUs, hotels, flights, or both internal and external speakers**. This platform handles logistics effectively for events where participants need travel and accommodation arrangements.

b. Please note that CVENT comes with an associated **cost per registration**. This service is utilized accordingly based on the event's needs and scale. For more information on costs and to determine if CVENT is the right platform for your event, please consult with the Events Team.

c. **OnceHub:** Suitable for recurring or calendar-based events, particularly for **candidate/recipient appointments, virtual series meetings, or any appointments that happen more than once**. OnceHub is accessible to all **CEMS** and has a dedicated form for them to complete, making it streamlined for repeated scheduling needs.

i. How to submit a ticket/request for OnceHub:

1. Go to Self Service | medel (4me.com)
2. Select Request
3. Select IT & Digital Development > Business Applications > Business Systems North America > OnceHub
4. Select OnceHub Request for new creations of pages, request for changes, etc. (Select OnceHub Incident only for issues within OnceHub)
5. In the body of the ticket, please provide a brief description of the event such as name, date, host, etc.

**For events requiring in-depth participant logistics, choose CVENT; for recurring or simple appointment scheduling, OnceHub is the preferred tool.*

7. How do I receive updates on event registration?

a. **CVENT:** Log in to the CVENT Portal Here to access published reports and view real-time updates on registration statuses. This platform provides detailed reports for event participants and logistical planning.

b. **Microsoft Forms:** Responses can be accessed by whomever is designated when the form is created. Ensure you've set permissions for the relevant team members to view and track responses for streamlined coordination.

8. What resources are available to help me plan an event?

a. The information contained within this FAQ should provide answers to commonly asked questions.

b. An event resource guide is also available as a planning tool.

c. If you're unable to locate these resources, or need further assistance, please reach out to the Events Department.

9. Will I have an event coordinator assigned to my event?

a. For **larger or complex events**, an Events team member will be assigned and may be onsite to manage logistics and ensure smooth execution. For **smaller events**, we provide support as needed through self-service tools and resources.

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Events (continued)

b. Once you submit your request through the portal, an Events team member will be assigned to coordinate and assist with your event based on its scope and requirements.

10. What happens if an event needs to be canceled or postponed?

a. If an event needs to be canceled or postponed, please reach out to the Events Department as soon as possible. Please be aware that there may be cancellation fees that will apply. Early communication allows us to be better positioned to manage costs. Our team will assist with:

i. **Notifying attendees** about the change.

ii. **Canceling vendor contracts** and coordinating with venues.

iii. **Rescheduling** the event if applicable.

11. What is the process for submitting a grant request?

a. Grant requests are not submitted through the portal. Instead, please follow the process outlined below.

b. To submit a grant request, **email the required documents to** usevents@medel.com. The following documents are needed for a complete grant submission:

1. A **Letter of Request** on your organization's letterhead
2. The **Program Agenda** or materials detailing the purpose of the event and topics to be covered.
3. **W-9 Form**
4. **IRS Tax-Exemption Determination Letter** (if applicable)
5. **Confirmation of CME/CEU Credits** (if applicable)
6. Completed **Application**
7. Additional **application information** if required.
8. **Regional Director (RDs)** budgetary allowance to specific event needs.

i. After submitting the necessary documents, the Regional Directors (RDs) and their team will receive an email outlining the next steps. The **Exhibitor Forms** should be filled out by someone attending the conference. These forms include important details like attendee names, onsite logistics contacts, and registration information.

ii. The **Events team** will handle the grant submission process, manage approval emails, and coordinate sponsorship payments.

As always, reach out to the Events Team at usevents@medel.com for assistance or with any questions.

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