



How NuVasive Streamlined Its Global Event Marketing Strategy and Saved 150+ Labor Hours Annually With Circa

[NuVasive](#) is a world leader in minimally invasive, procedurally integrated spine solutions. From complex spinal deformity to degenerative spinal conditions, NuVasive is transforming spine surgery with innovative technologies designed to deliver reproducible and clinically proven surgical outcomes.

A key aspect of their global reach is providing an extensive array of both digital and in-person peer-to-peer engagements and world class surgeon education, allowing them to keep their clients at the forefront of best-in-class surgical procedures and technologies. With the onset of COVID-19, NuVasive had to quickly adapt its approach by providing additional online sessions and webinars to meet the changing needs of their market.

Lara Delbo, Senior Manager, Global Event Marketing, commented “During these last few months of uncertainty with the COVID-19 pandemic, we’ve been able to utilize Circa to track the status of each individual meeting—the real-time factor has been extremely helpful. We’ve customized how we title each event. For example, if we’re not participating in a meeting or if it’s moving to a virtual setting, colleagues are able to identify that immediately, and we’re able to track important details as we plan events for next year. Additionally, teams across NuVasive are able to see the most up-to-date information in real time so we don’t have any discrepancies.”



The Challenge: Multiple Spreadsheets

Prior to adopting Circa as their event management platform, the events team at NuVasive was frustrated with the complexities associated with managing event details and budgets within multiple spreadsheets. The efforts were time-consuming and loaded with the risks of manual data entry. The team was consistently pulling multiple documents from various repositories to keep them updated and accurate. With around 200 events per year, attempting to track changes manually through excel spreadsheets became intolerable. At times, they would need to collate the data from multiple spreadsheets and merge them into one sheet, all while cross-checking for accuracy.

A general lack of cohesion meant it became increasingly difficult to keep multiple sources up-to-date. This, of course, led to delays, and with so much historical data to manage, the team needed a solution that would host all the information in one spot with extensive reporting capabilities.

Target Goal: Streamlining Events

NuVasive's global event marketing team needed a solution that would streamline processes for event management and participation to ensure they were represented with a consistent aesthetic and aligned goals around the globe. Strategically managing their spine society partnerships and providing opportunities for intimate and productive interactions between surgeon customers and their product marketing, product development, and commercial teams was of the utmost importance.

Due to COVID-19, a majority of NuVasive's live events were canceled, postponed, or moved to a virtual format. This meant shifting their focus toward managing the changes, tracking direct savings, developing virtual educational webinars for their surgeon customers, and devising strategies on how they would approach events moving into 2021.

The Solution: Circa's Cloud-Based Event Management Platform

Initially, the team looked at a number of different solutions. As they explored various platforms, they found a major deficiency was the ability to easily share the latest information with other teams in the organization. They particularly struggled to incorporate their international team members in the transition stages. It quickly became clear they needed a solution that would integrate their international colleagues as well as provide a one-stop-shop for [project planning](#), budget planning, and report building.

What made the initial search even more complex was the need to customize fields tailored to the medical device industry. Most solution providers didn't have this functionality, thus, it became obvious the NuVasive team needed to continue exploring different options. In the pursuit of the ideal solution, the global event marketing team was faced with poor communication from various vendors who failed to listen to their needs and respond in a timely manner to questions. It wasn't until they met with the Circa representatives that they found a solution to their many challenges. The relationship flourished as Circa listened intently to their concerns, followed through, and made recommendations that eventually resulted in changes for the better.



Lara Delbo

Senior Manager,
Global Event Marketing



Jennica Reeves

Lead Program Manager,
Global Event Marketing



The Circa onboarding process was seamless. Initially, there was a lot of historical data that needed to be transferred over, entered into the system, and double checked, all of which was completed in a timely manner with a significant amount of help from Circa. NuVasive users quickly adopted the platform as the interface was clean, modern, and extremely intuitive. The fact that the Circa team was so involved from the get-go made the clean transition possible.

The Results: Improved Efficiencies and Time Savings of 156 - 260 Labor Hours Annually

Immediately, NuVasive felt the synergy across teams that was previously lacking. By helping other departments understand the importance of utilizing a single platform across functions, NuVasive was able to focus intently on the tasks at hand by simplifying budgeting, reporting, and event planning and management around the globe. With the Circa published calendar functionality, everyone in the organization has 24/7 access to up-to-date event details, which was previously not possible due to the manual aspect of updating spreadsheets in multiple locations. Jennica Reeves, Lead Program Manager, Global Event Marketing said, “The published calendar and event briefs are a huge gamechanger.”

Managing 200+ events per year without a proper event management platform made for very tedious administrative tasks like manually updating calendar spreadsheets weekly. Now, Circa has completely eliminated that burden as the published calendar is updated in real-time. Additionally, the global event marketing team must consistently generate budget reports for their finance partner detailing how specific costs per event are allocated between multiple departments. The team estimated they previously spent somewhere between 3-5 hours a week just on updating spreadsheets. Now with Circa, budget reporting is simple, streamlined and customizable, saving around 156-260 hours annually.

In the past several years the events team at NuVasive has made a huge effort to become truly global by integrating international partners with corporate goals. Now with everything in a single repository, not only is planning and execution more effective, but it also keeps all the budgets in one place, simplifying the reporting process globally.

“As we support a \$1B+ global business with hundreds of events and meetings around the world, Circa uniquely solved our objectives through a single platform to plan, track, and manage our event strategies.

We now possess a single source of truth to manage all events – with real-time insights for access 24/7. Circa has played a key role in our global events strategies to-date, and will continue to in the future.”



Michael Farrington

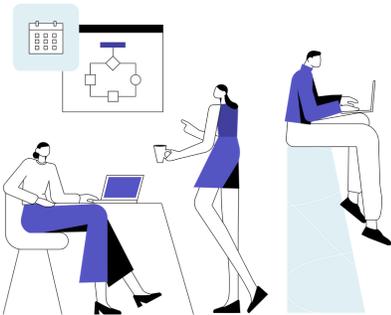
Vice President,
Global Marketing



Vision For The Future: Become a Full-Service Global Department

According to Lara, the long term vision for the future is “to lead the global event marketing team to be a full-service department globally for trade shows and conferences, develop and drive the event marketing process to global regions to help align NuVasive’s brand at a global level, and to deliver a trade show experience that demonstrates NuVasives core values. Circa is an instrumental component in helping us achieve this vision.”

Each and every day, Circa is making this vision possible as the global event marketing team is now more organized with a consistent look and feel, and each team is able to execute events at a world-class level, with even more opportunity ahead.



About Circa

Circa is the first event management platform built to help enterprise marketing teams succeed in the new world of hybrid events. No other platform enables enterprises to adjust existing field marketing programs to virtual and hybrid formats as quickly or effectively. Circa’s cloud-based solution helps enterprises with dozens to thousands of events reset their strategy with customizable virtual event plans and data-rich insights, powered by integrations with Zoom, GoTo, Webex, On24, Hopin and other leading videoconference, marketing and CRM solutions. Circa customers include world-class enterprises such as Salesforce, Okta, Honda, Farmers Insurance and Elsevier. **Learn more at www.circa.co**