

A close-up portrait of Valerie Niehaus, a woman with wavy blonde hair and blue eyes, wearing a light-colored collared shirt. The background is a soft, out-of-focus grey.

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Issue 47 | February 2017

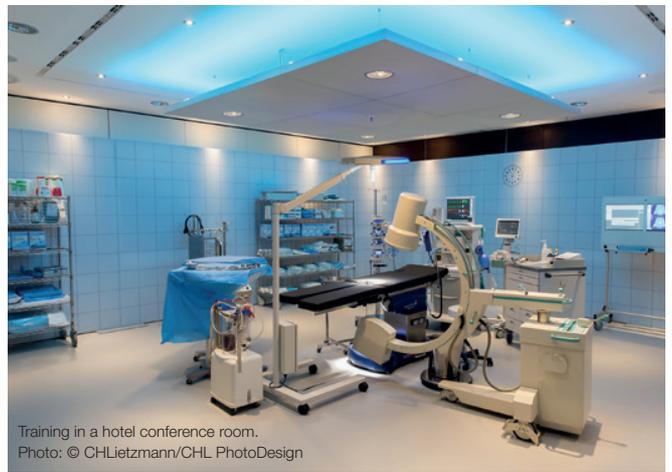
**VALERIE
NIEHAUS**

L I F E I N A C T I N G

PLUS

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Event organisation from an expert in the field of healthcare and pharmaceutical industries

When Tanja Tobler founded her own company t2-events gmbh, right from the beginning she put a focus on organising corporate events for companies in the healthcare and pharmaceutical industry. This is where her passion and skills lie. Trained in the hotel business, she later switched to working for the healthcare industry.

TEXT: JESSICA HOLZHAUSEN

t2-events gmbh with headquarters in downtown Zurich organises business events worldwide but with a focus on Europe. "My business is based on trust," says event expert Tanja Tobler. That is why she does not only want to know her clients

and their expectations, but also locations, local partners and venues. "I always compare our clients to ourselves. If someone else would organise one of the most important days of my life, I have to fully trust that person. I expect innovative ideas,

seamless organisation, thrilled guests and the best value for my money." And that is exactly what t2-events aims to do for its clients. "What we would expect is what we provide," Tanja says, thus the company's slogan 'your expectation is our guarantee'. That Tanja mainly focuses on the medical industry today has not only to do with her skillset, but also with her personal history. In 1997, she became ill and only after being hospitalised for nearly a year was diagnosed with an autoimmune disease. "They told me I had a life expectancy of two to five years. But thanks to drug de-

velopments, 20 years later I am not only still alive but full of energy, unrestricted and symptom free," she says. It was a life-changing experience that not only made her appreciate life but also aroused her interest in medical and pharmaceutical industries. After working ten years in the hotel business, Tanja switched careers and became first an assistant in a pharmaceutical company, then an event manager for a healthcare provider. In both capacities, she was responsible for organising meetings, events, conferences and training courses within the EMEA. "Working freelance now allows me to combine both interests by organising events for the healthcare industry," Tanja explains why she founded her own business.

Her work experience in the pharmaceutical and healthcare industries is a great advantage for Tanja when it comes to, for example, compliance rules or safety regulations. She knows exactly what these entail and how important they are in her business. "When we receive short-notice enquiries from new clients, we need to study their products and understand regulations before being able to start the search accordingly." If, during a conference, a tour through a manufacturing plant is envisioned, she knows exactly what areas require special attention during the site inspection and what safety regulations need to be clarified to be able to plan a seamless group visit.

Tanja and her team work in two main sectors: the first is events, the second congress management. "Referring to events, we do not only undertake the overall meeting organisation and management, we also create concepts for product launches and trainings." This includes everything from budgeting to inspecting the sites and choosing the right hotels, dinner venues or team building activities. "In terms of congress management, we additionally do the entire booth management, meaning creating the design according to the client's brand guidelines, product promotion as well as constructing and later dismantling the set-up." t2-events also organises the merchandise if required. "Furthermore, we manage accommodations, registrations, flights for keynote-speakers, airport

transfers and coordinate the whole symposium. Although we mainly focus on the medical industry, we of course cater any other industry with our services as well."

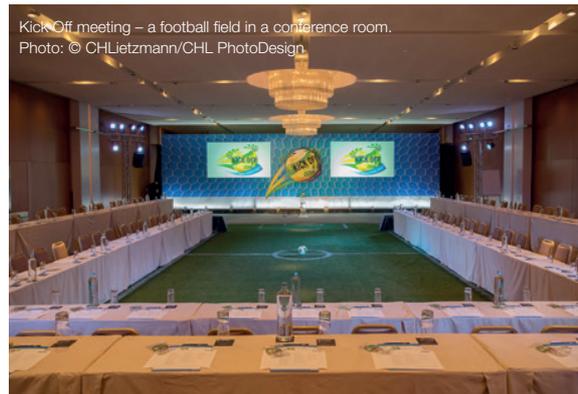
The goal is to organise an event that fits the client entirely. During an event, Tanja or her colleagues will be there as a contact person and make sure everything is kept to the highest standard. That she has lived in many different countries, here comes as an advantage: not only does Tanja know different cultures, but also speaks English, German, Swiss-German, Spanish and Dutch fluently.

Tanja only ever books a venue or a hotel when she has visited it personally and is absolutely sure it provides what the client needs and expects. "Fact is that we do not book or recommend anything without having visited it. We do not trust pictures. What we trust is what we see," Tanja explains this decision. "If I cannot guarantee a certain quality standard I would expect as customer, I decline a job." Not everything is about earning money. Tanja speaks with passion about what her work entails and why these aspects are so important to her. Often enough she finds inspiration for her work during her spare time: in the mountains with her family or riding her Harley.

www.t2-events.com



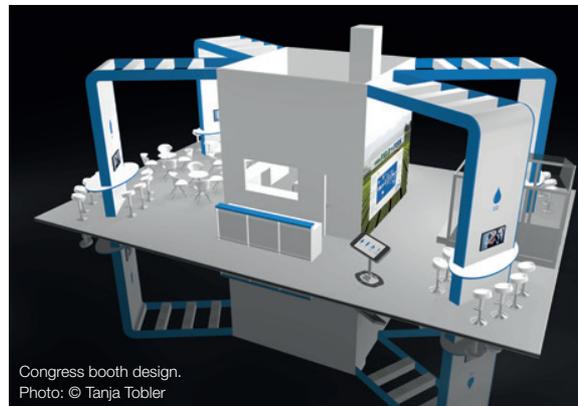
Tanja Tobler on her Harley. Photo: © Tanja Tobler



Kick Off meeting – a football field in a conference room. Photo: © CHLietzmann/CHL PhotoDesign



Team building. Photo: © Tanja Tobler



Congress booth design. Photo: © Tanja Tobler



Sky diving. Photo: © Tanja Tobler