

## Checklist: Preparing for a Successful KOL Meeting as an MSL

Planning for a KOL meeting as an MSL is often overlooked which can lead to unsuccessful interactions. We're providing MSLs with this checklist to make planning for KOL meetings simple and effective.

---



### Understand the goal of the KOL relationship

Understand how this KOL relationship will benefit your company and overall brand strategy



### Plan the meeting around set objectives

Understand that you will need to have multiple meetings to achieve your KOL relationship objective



### Gather questions & conduct research

Identify the questions you need to ask and understand the data/research you need to discuss



### Identify your value to the KOL

Identify data and key points that would be of interest to the KOL



### Have a robust system to capture meeting outcomes

Keeping track of your KOL interactions allows you to nurture and maintain relationships