

ANALYTICS & INSIGHTS MANAGEMENT (AIM)

Discover Actionable Insights to Demonstrate ROI and Improve Future Meetings

ARE YOU COLLECTING DATA AT YOUR MEETINGS?

If not, that's a big problem. If so, what are you doing with it?

WCG Array's Analytics & Insights Management (AIM) team helps align your audience engagement strategies and metrics with your meeting goals to gain actionable insights.



What are actionable insights?

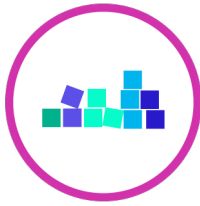
Insights that go beyond simply counting interactions to tell the story of:

- » Which content was most compelling.
- » Whether all the learners were trained effectively.
- » If you achieved your stated goals.
- » If your key messages hit their mark.
- » How you can execute future meetings more successfully.

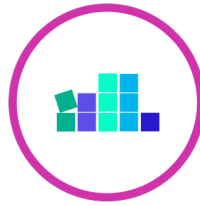
The AIM Process for Moving From Data to Actionable Insights



1. Data



2. Sorted



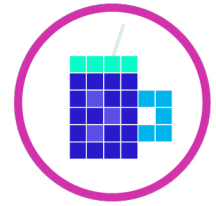
3. Arranged



4. Presented Visually



5. Explained With a Story



6. Actionable (Useful)

How do we get them?

AIM represents a unique and effective layering of life sciences knowledge, audience engagement technology, and expert analysis and recommendations. Our team works with you from the planning stage through to an actionable insights workshop, where we walk you through a detailed review of your meeting performance with recommendations for the future.

Our partnership cycle can be broken into four parts:

- » **Pre-meeting Engineering Engagement Call:** Together, we'll identify key focus areas and determine the most effective audience engagement strategies to achieve your goals and maximize ROI.
- » **Content Review Call:** Ensure content is optimized for both training and data capture.
- » **Managed iPads® and Professional Support:** During the meeting, we keep the audience engagement technology performing as planned to gather the most relevant data.
- » **Post-Meeting:** Expert analysis of metrics resulting in a collaborative workshop to provide all stakeholders with an explanation of the story of your meeting, supported by visual representation of the metrics.

WCG Array provides audience engagement technology and services designed specifically for life sciences meetings. Our unique interactive features can increase engagement to over 90% while gathering data that can tell your meeting's story. If you're ready to discover actionable insights at your next meeting, [contact us](#).