

A SUCCESS STORY

Multi-day Meeting Engages In-person and Remote Participants Simultaneously

Introduction

The client needed to host a multi-day board meeting to discuss a variety of topics and vote on future initiatives. Some board members would be able to travel and be in-person, but some had opted to participate remotely. Previously, if members were not in person, they were not able to view the content in real time or cast votes. Array provided a hybrid solution that allowed both remote and in-person members to synchronously experience presentations, ask questions, participate in the discussions, and have their votes counted.



Winner 2022 Business Intelligence Group Innovation Award - Hybrid Solution



The Opportunity

- The client wished to return to in-person meetings, but some members were not able to travel.
- The meeting required members to attend and those who could not participate would not have their votes counted or be able to engage in the discussion.
- The client initially tried a popular web conferencing app, but the remote attendees were not engaged. The client knew that board member engagement was critical and felt they had to be more inclusive.



Why the Client Partnered with Array

- Array provided Array Managed iPads to every in-person participant and enabled remote participants to access the meeting through the web.
- Both in-person and remote members used Array's content engagement software to view presentations in real time and vote on initiatives.
- Array's expertise in both virtual and in-person meetings, coupled with their award winning patented approach to combining data from both audiences meant the client only had to work with one partner.





Partnering for an Innovative Result

- Directors, staff, and participants were impressed by the level of service and advanced technology provided, specifically calling out the iPads as having a better presence than the ARS keyboards they had used in the past.
- While most speakers were able to attend in person, one presented virtually and took live questions from the in-person audience through the two-way broadcast.
- Array's expert service team was able to support the client, audience, and speakers through the meeting for a seamless result.



Results

Results from implementing the above strategies included:

- Using the hybrid solution offered by Array, the client was able to host **70 in-person participants** and **100 remote participants** simultaneously for the internal board meeting.
- Since the Array platform allows for both types of audiences to engage simultaneously, there was **no lag time between virtual and in-person attendees** which allowed for a higher quality experience for everyone involved.
- Even with the split audiences, the client was able to achieve a **97% engagement rate** using the Managed iPads for in-person participants and the Array platform for the remote participants.
- Since both audience types were able to engage with the content at the same time, the client received **1,653 responses to polling and survey questions**.

After the meeting, the executive committee requested to use Array's technology and services for another upcoming hybrid meeting and the client plans to expand their relationship with Array.



Ready to engage remote and in-person participants simultaneously?

Get Started

Or contact us at: info@arraylive.com

About Array

Array is a content engagement partner for life sciences meetings – with nearly 20 years' experience at over 10,000 events. Our unique combination of technology and services is proven to improve business results by engaging more than 90% of audience members and increasing knowledge transfer while collecting meaningful analytics down to the individual participant level for actionable insights. Array offers technical support, meeting production expertise, and analytics interpretation and guidance to maximize the impact of in-person, virtual, and hybrid life sciences meetings.