

A SUCCESS STORY

A Last-Minute Move to Hybrid Let PharmaHealthLabs Train More Speakers, Maintain Key Faculty

Introduction

Just a little more than two weeks before a scheduled speaker training, **PharmaHealthLabs** learned two of its internal faculty presenters would be unable to attend in person. Soon after, organizers learned other presenters and attendees weren't able to attend. They discovered most were available during the scheduled training hours but did not have the time or ability to travel on either end of the training. At that point, PharmaHealthLabs determined they needed to look at a hybrid event solution.

Background

PharmaHEALTHLabs is a healthcare communications company based in Morristown, NJ that creates compelling marketing communications, including branded professional and consumer promotion, websites, scientific communications, and strategic marketing solutions.

PharmaHEALTHLabs combines insightful strategy, award-winning design, and high impact science with practical know-how, ensuring each project is not only compelling and engaging, but also simple to understand and communicate.



The Challenge

- PharmaHealthLabs had never hosted a hybrid event.
- Some of the presenters would be live and others virtual, and all needed to be broadcast to both live and virtual attendees.
- PharmaHealthLabs staff wouldn't be physically in the room with presenters to coordinate with them.
- It needed to be a synchronous experience so all attendees would benefit from each other's interactions.



Why the Client Partnered with Array

- PharmaHealthLabs had already reached out to Array about providing Managed iPads® for the in-person meeting. As their needs changed, they learned Array could manage the hybrid meeting as well.
- Remote presenters and attendees accessed Array's content engagement software via the web to achieve the same level of engagement and interaction as the in-person audience.
- A live services team ensured both in-person and virtual audiences and presenters knew how to use the platform and had technical issues resolved in a timely manner.
- Polling and gamification were built into the training for audience engagement; there was noticeable participation and friendly competition across both in-person and virtual attendees.



Partnering for an Innovative Result

- PharmaHealthLabs presented a true hybrid speakers training, with 22 in-person attendees and six virtual attendees, as well as three virtual presenters and eight in-person.
- The ability to host the event as a hybrid enabled PharmaHealthLabs to engage more physicians for speaker training simultaneously than would have been possible if that day's training was strictly in-person.
- PharmaHealthLabs was able to have a renowned faculty member take part virtually when he was unable to travel last-minute.



Results

- The client saw an increase to **83% correct answers** when it came to testing knowledge transfer. For the 17% who had incorrect answers, the client was able to do individual follow up after the meeting to clear up any confusion.
- Using Array's live polling for both in-person and virtual audiences simultaneously, the client received **563 responses to polling questions**.
- Allowing both audience types to send in questions to the presenter led to **47 questions being submitted**.

PharmaHealthLab's goal will continue to be gathering as many physicians in-person at a time as possible for speaker training, but they realize travel constraints will continue for some time. They now see Array's hybrid solution as a means to present valuable, simultaneous training without losing any speakers or presenters.

Ready to increase engagement at your upcoming meeting?

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.