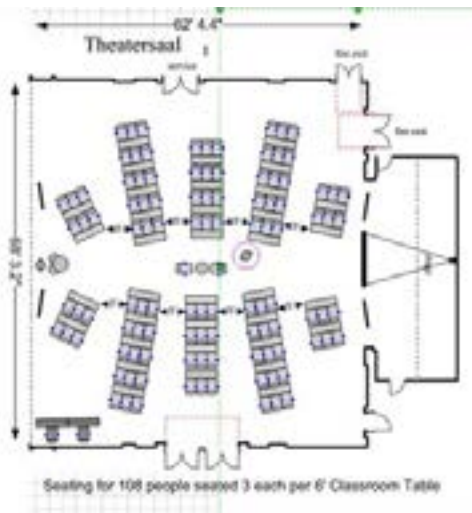


A SUCCESS STORY

Summit Management Services Reinvented its Investigator Meetings to Achieve Better Audience Engagement - With the Data to Prove it

Introduction

Participants at Summit Management Services' investigator meetings were often seen multi-tasking on their phones or laptops instead of engaging with the material. The company provided Array Managed iPads to all attendees with presentation materials pre-loaded and interactive polling, Q&A, and note-taking enabled right on-screen. This removed the need to look at any additional papers or electronics and brought attendee attention back where it belonged, on the meeting materials.



Background

Summit Management Services hosts roughly 20 to 25 investigator meetings worldwide annually, with hundreds of attendees at each.

Summit Management specializes in completely turnkey solutions for any type of meeting, no matter how challenging. It could be the toughest and most difficult event, new product launch, investigator meeting, key opinion leader meeting, etc.



The Opportunity

- Summit wanted to improve engagement by eliminating distractions in the room and creating a more interactive environment.
- The company wanted to increase the likelihood of attendees understanding the important material presented and provide its clients with feedback as to how well the content was being received.
- When COVID restrictions were implemented, Summit wanted to reduce costs of additional seating and audiovisual requirements brought about by social distancing, as well as offer a virtual option for attendees without sacrificing the quality of the experience.



Why the Client Partnered with Array

- Summit provided Array Managed iPads to every participant. Array's content engagement software enabled them to ask and answer questions in real time and annotate and save slides--without an excuse to look at another device.
- For virtual meetings, participants accessed Array's content engagement software via the web to achieve the same level of engagement and interaction as during in-person meetings.





Partnering for an Innovative Result

- Summit has produced 24 events with Array since January of 2019, 6 of them virtual, for a total of 2,667 attendees. There was a 99% engagement rate in-person, and 97% virtual.
- The need for additional audiovisual technology to overcome seating distance from the speaker has been eliminated, as has the associated cost.
- Individual-level audience engagement data was shared with meeting hosts, who have used it to initiate additional contact with audiences and successfully plan subsequent meetings.
- Summit now also offers medical translation in real-time as video-in-screen via Array.



Results

- The client saw an increase to **98% of their attendees engaging** with the content when using Array's content engagement technology.
- Using Array's hybrid capabilities, **870 audience questions** were submitted both virtually and in-person.
- Allowing all audience members to engage in polling and survey questions led to Summit Management Services seeing **56,373 responses submitted**.

Summit has seamlessly moved meetings to a hybrid format. In-person and virtual attendees simultaneously use Array's content engagement software to take part in the meeting and ask questions in real-time.

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.