



VALUE COMPARISON

Virtual Event Technology for Life Sciences Event Planners

Executive Summary

Since the life sciences industry pivoted to virtual, clients are looking to reduce costs, streamline operations, and realize more value from their meeting planners. Array helps you provide that value so you can exceed your clients' expectations for what a virtual event can be.

Virtual-conferencing and webinar apps like Zoom are a dime a dozen, but they aren't meeting the needs of life sciences events. While they may be suitable for one-on-one meetings and virtual happy hours, they cannot offer the kind of engagement, data, reporting, tech support, and services you need in order to offer the highest value to your clients for their most important events. It's time to end the frustration of comparing multiple platforms that don't add value to your events. In the chart below, you'll see that Array has the features you need to make your event meaningful.

Feature	Zoom	WebEx	Microsoft Teams	Array
Universal Features				
Login/Log-off Data	✓	✓	✓	✓
Polling	✓	✓	✓	✓
Chat	✓	✓	✓	✓
Video Recording	✓	✓	✓	✓
Breakout Sessions/2-way Video Support	✓	✓	✓	✓
Basic Q&A	✓	✓	✓	✓
Advanced Engagement				
Digitally Managed Q&A	✓	✓		✓
Gamification				✓
Pre-Survey				✓
Post-Evaluations	✓	✓		✓
Notes and Saved Slides Sent to Attendees				✓
Reporting				
Report Development				✓
Instant Reporting on Individual Engagement				✓
Cross-meeting Trends				✓
Slide Rating				✓
Services				
Live Technical Support for Presenters and Attendees				✓
Lighting/Camera/Optimization of Audio-Visual Experience				✓
Moderation				✓
Content Engagement Best Practices				✓
Post-event Video Editing				✓
Local Area Network				✓



How Third-Party Meeting Planners Can Add More Value for Clients with Data and Services:

✓ PROVIDE DATA YOUR CLIENTS WANT

With Array's sophisticated reporting capabilities, you can offer the clear and actionable data your clients are expecting.

- **Individual participant level data:** help clients customize follow-up to each attendee. For example, incorrect answers during an investigator meeting point to specific mistakes that can be corrected before they affect the clinical trial.
- **Provide engagement reports that go beyond login/logout times:** individualized engagement data per participants, questions asked and answered, % correct, engagement with presenter, pre- and post- evaluations.
- **Evaluation results:** use feedback to improve the attendee experience and make each event more meaningful.
- **Benchmarking for clients and prospects:** use reporting data across all of your events and accounts to provide benchmarks that compare their event performance and reveal areas for improvement.

✓ OFFER SERVICES YOUR CLIENTS WANT

Array's Client Success team helps with execution on event day so that everything goes smoothly for you and your client.

- **Moderation:** your dedicated program manager can act as an event moderator by welcoming the audience and giving them instructions on the technology, and introducing your presenters.
- **Tech support and quality control:** your event technicians make sure everything is working. Live tech support is available for attendees and presenters throughout the event. We work with presenters before they go live to improve audio quality and make adjustments to cameras and lighting, so your clients always look and sound their best.
- **Consulting and recommendations:** we offer advice on content engagement best practices before the event and then review the data with you after, so you can help your clients improve and impress.

Case Study: Array Data for Investigator Meetings

Using data we've collected from over 1000 investigator meetings, we've put together some insights to demonstrate how planners can use Array to benchmark and help clients improve. Investigator meetings is only one of the many types of life sciences events that Array supports.



Reaching **over 80K** participants



Collected data in over **8100** hours of Investigator Meetings



Almost **1.5M** slide interactions



Over 32k questions submitted by audience members!

Here's what we found:

ATTENDEE EXPERIENCE

- **95% attendees report that having Array improved their experience**
- 95% of comments mentioning iPads are positive in sentiment
- 91% Attendees Engaged
- 32% Highly Engaged
- 38% Investigators Highly Engaged

MEETING IMPACT

- **92% of Investigators' comments are positive**
- On average, 1 in 5 of attendees submits a presenter question
- 2.5 questions each
- 35% participants per IM click on post meeting email
- 47% Investigators click on notes pdf

SITE EFFICIENCY

- **On average, 74% correct responses captured in post-session knowledge/competence testing, demonstrating competence of investigators**
- 52% of participants demonstrate learning actions (save slide, take note)
- 24 actions per participant at IM

Array is the only content engagement solution designed specifically for life sciences. Make life sciences events more meaningful and impress your clients with Array.