XYVID

Industry
Pharmaceuticals

Purpose
Message Delivery at an
Educational Conference

Event Date
Feb 2015

Solidifying the Concept of "Innovative Engagement" for Use in Life Sciences
USING A SECOND SCREEN EXPERIENCE.

The Situation

A keynote speaker at a leading pharmaceutical industry educational summit wanted to present an in-person demonstration with tutorials on the use of virtual technologies for training and educating HCP's in an interactive, virtual live experience. The main purpose of the session was to educate an audience (of about 80 attendees) on how to use existing technologies to achieve learning goals, and drive program engagement and branding awareness.

The audience was a hard-to-impress select group of Director or Manager level associates from bio/pharmaceutical companies with responsibilities or involvement in the following areas: Speaker Bureaus/Programs, Promotional Programs, Marketing, Brand Management, Sales Operations, Professional Education, Education Programs, Physician Education, Promotional Policy, Professional Relations, New Product Planning, Medical Communications, Medical Affairs and Compliance.

The educational / training presenter identified several presentation priorities:

- Establish and educate the audience as to the legitimate need for virtual solutions and physician engagement, showing first hand the impact of immediate interaction and engagement has on content and retention.

- Demonstrate the value of an audience's independent pace on slides at the user level.

- Capture live response data – increasing audience engagement and displaying instant results while allowing it to immediately influence the flow of the presentation.

- Maintain all event data in a form that would facilitate future tracking and follow-up.

Solution

The company sought assistance from Xyvid Inc and, using the only internet based premier Second Screen Experience deliverable, created a presentation suited to "Virtual Solutions & Physician Engagement."

Xyvid delivered the Second Screen Experience for this training session contained:

- The configuration and distribution of an IPad for each member of the 80 person audience.

- Use of Xyvid's user-friendly, web-based platform for the self paced viewing of the presenter slides in front of the room. (Audience members were free to go back and view content as they saw fit or could "follow the presenter" if the chose to do so.)

- Uninterrupted delivery of Second Screen in a hotel ballroom setting (executing over an LTE network without any outage issues or hiccups).

- Four interactive polls to sway the content of the speaker on the fly (based on results).

- Q&A collection for immediate response or future follow up based on audience need or presenter timing.

Results

A practical, real-world, interactive training experience for the audience where the presentation, content collection and data analysis flowed seamlessly from the stage to the hands of attendees and back.

- Second Screen Experience met the presenter's requirements and contributed to the completion of the educational sessions to rave reviews. Understanding and awareness was increased as was overall accessibility to the technology.

"Until we can create truly virtual environments that allow us to interact over great distances, we will be striving for the closest thing. X2 allows audience participants as well as remote users to interact with a live presentation through feedback meters, polls and audio Q&A - through any device."

Dave Kovalcik, *CEO*