



A Global Meeting Services Organization

Transitioning Live Meetings To Virtual Solutions

A Guide

- **Significant Cost Savings in Pass Through Costs**
 - Moving your recruitment online
 - Time Savings For Your Attendees
- **Immediate Analysis with Data and Metrics**



+ 2 Case Studies

Going from Live to Virtual - A Guide

Moving a meeting on-line must be carefully balanced with the overall strategy of the program, the audience's make-up and historical measurement. Most importantly, it is critical to maintain a comprehensive recruitment strategy that ensures success. While not all meetings can be moved on-line, AMI has developed a program surrounding its licensed enterprise virtual technology that brings our successful recruitment strategies, powerful engagement, and the highest level of security to on-line programs ensuring success and significant cost savings.

8 Benefits of Going Virtual

Virtual Meetings Defined

Virtual meetings come in many shapes: video conferencing, webcasting, web conference/collaboration, and even audio conference calls can be considered a virtual meeting. Web conference/collaboration products use the web to push PowerPoint slides, streaming video and other applications to the viewer's desktop or mobile device. They typically include voice over the internet or a telephone conference bridge for audio and a variety of interactivity tools for surveys, audience polls, slide annotation, and questions via chat.

Major strengths:

- 1. Mitigating Travel Expenses:** Travel, accommodations and food & beverage travel costs are significantly reduced or eliminated. It is AMI's experience that costs can be reduced 20%-25% with eliminating travel.
- 2. Attendee Availability:** Attendee availability is as restricted as ever. Between work, social and family commitments, many are not available for live programs. Additionally, programs can be recorded on-demand to allow for maximum flexibility.
- 3. Lower Internal Corporate Costs:** Corporations should take into account the significant cost savings of executives, managers and staff remaining in the corporate environment.



4. Shorter Time To Market: Web conferencing can have a much shorter time to market. While ample time must still be allowed for appropriate recruitment strategies, the lead time to a Web conference is significantly shorter. Automated email announcements, recruitment and social media make these programs very easy to implement.

5. Global Access: People can meet instantly from around the world. All that is needed is a computer and a reliable connection to the internet.

6. Interactivity Tools: Several interactive tools are built in to many of these products. The ability to ask questions, annotate slides, create ad hoc surveys/polls with the results immediately appearing on the screen are just a few of the options. Desktop sharing, application sharing, audience chat, audience feedback to ask the speaker to speedup/slow down are others.

7. Archive Capabilities: These allow the conference to be recorded and played back at later time with a click of the mouse for attendees who wish to review or missed the meeting.

8. More Structure: Virtual meetings bring added structure and are less likely to start late and run over time. With specific presentation times, question/answer periods and start/stop times your attendees will appreciate the clear structure.



Sample Case Studies

Here are two real life case studies showing the financial benefit of taking a program online and how it can pay off for your organization.

Case Study # 1

Live HCP Advisory Board to Live/Virtual Hybrid

\$ 100,225.00 32% Savings

Type of Program: 3 International HCP Advisory Boards - Hybrid Onsite & “Virtual Meeting” Program

Size of Program: 90 HCP’s - 25 On-Site & 65 Virtual Attendees

Description of Client: A mid-size bio pharmaceutical firm in Phase 3 Trials

The Issue: This growing US-based bio pharmaceutical firm was entering the European market at the late stages of drug device development in the US. Budgets were getting tight as they were completing Phase 3 clinical trials in the United States. However, the team needed to develop relationships with the HCP’s in Europe under a reduced budget. How could they maximize their reach with limited funds?

Scope of Program: AMI recommended the use of 3 hybrid advisory boards to provide larger HCP participation while saving money. The Hybrid “Virtual Meeting” option would still allow face-to-face HCP interaction while providing increased reach and participation in three countries.

Approach to Program: AMI provided a savings comparison by reducing on-site HCP’s by 72%. HCP’s are also challenged with busy and tight professional and personal schedules that limit their travel availability, and many were open to the virtual option. The account team introduced and executed a full-scale initiative. Providing both choices to the HCP’s would reduce phase 3 costs and ensured a higher participation rate.

Role & Outcome: Over the course of 60 days, AMI exceeded milestones by securing 90 of the top 110 identified European HCP’s through the Hybrid/Virtual mix.

Cost Savings: The hybrid model saved over \$ 100,225.00, which was a 32% savings, versus the budgeted live stand-alone meetings. With this cost savings, the client was able to meet their goal of introduction into the European market while staying under their tight budgetary restrictions.

3 Advisory Board Series

Onsite to Hybrid

Onsite Meeting

1.5 Day Programs

Attendees: All Onsite

Travel (Air/Ground):	\$60,854
Honoraria:	\$135,000
Hotel (incl. tax):	\$27,867
F&B (service/tax):	\$42,645
Production:	\$23,500
Management Fee	\$26,910
Total:	\$316,776

Live/Virtual Hybrid Meeting

1.5 day programs - Attendees: 65 Virtual, 25

Virtual Meeting Platforms	\$39,800
Travel (Air/Ground):	\$16,904
Honoraria:	\$89,500
Hotel (incl. tax):	\$7,741
F&B (service/tax):	\$11,846
Production:	\$28,500
Management Fee:	\$22,550
Total:	\$216,551

Savings By Going Hybrid

\$ 100,225.00 - 32%

Case Study # 2

Investigator Meeting Conversion to Virtual Meeting

\$320,711.00 - 63% Savings

Type of Program: Online Virtual Investigator Meeting (web-based meetings with teleconferencing capabilities)

Size of Program: 130 Live Investigator Meeting to Virtual Investigator Meeting

Description of Client: Fortune 100 US pharmaceutical firm

The Issue: A leading pharmaceutical firm in the United States sought assistance to significantly reduce costs for an investigator meeting in ophthalmic area. The drug had some commonly reported side effects which was making patient enrollment challenging for several sites. The company was closing out its investigator programs; data was slowing and funds were beginning to be funneled away from clinical. AMI was asked to take the existing live investigator meeting strategy, and take it on-line. How could the client provide solutions for the patient recruitment challenges and provide clinical data updates with reduced costs requirements?

Scope of Program: AMI presented an online "Virtual Meeting" solution for the company. We were engaged to invite 65 investigators and 65 site coordinators to participate in the online meeting with a four-week window.

Approach to Program: The investigators were provided several date and time options to participate in training via AMI's enterprise software. The data being presented was extremely important, so recruitment and participation in the Virtual investigator meeting was crucial. The engagement required AMI to transition the investigators, who were expecting to attend a live investigator meeting to the online solution.

Role & Outcome: AMI succeeded with a 100% participation rate and beat its recruitment milestones by 10 days while staying under budget. The technology alone can be impersonal therefore, AMI added multiple personal touches throughout the communication process to enhance the attendee experience and facilitate participation.

Cost Savings: With a 63% cost savings AMI exceeded expectations and saved the company over \$ 320,711.00 while implementing a process to significantly reduce costs without reducing participation.

130 Attendee Investigator Meeting

Onsite vs. Virtual

Onsite Meeting

3 Day Program

Travel (Air/Ground):	\$197,843
Hotel (incl. tax):	\$144,256
F&B (service/tax):	\$96,512
Production:	\$29,900
Management Fee:	\$38,870

Total: \$507,381

Virtual Meeting

3 Day Program

Virtual Meetings Platform:	\$99,500
Travel (Air/Ground):	\$4,000
Hotel (incl. tax):	\$3,900
F&B (service/tax):	\$1,000
Production:	\$39,400
Management Fee:	\$38,870

Total: \$ 186,670.00

Savings By Going Virtual

\$ 320,711.00 - 63%



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