



Concise.  
We love an audience.

# Optimising audience engagement at MedComms events

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MedComms Networking event  
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[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)





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## What is audience engagement?

Audience engagement is when **attendees become participants** in order to achieve the goals of the organisers and attendees.



## Why does audience engagement matter?

If attendees don't engage they don't learn, and if they don't learn, well then... what's the purpose of your event?



How can organisers increase audience engagement?

C.

The average event day...

**7 Hours** of presentations

C.

The average attention span...





# How can organisers increase audience engagement?

- Planning
- Benefits
- Communication
- Discussion





# How can organisers increase audience engagement?

- **Planning**

An engaged audience doesn't just happen, it needs careful thought, beginning during the planning stage.

The key for engagement is great speakers and content. In order to prepare that content you need to understand your audience.



# How can organisers increase audience engagement?

- **Benefits**

Ensure event benefits delegates, not just the organiser



# How can organisers increase audience engagement?

- **Communication**

Enhance your audience pre-event by sending teaser content either by email, microsite or better yet, an event app.



# How can organisers increase audience engagement?

- Discussion

Encourage discussion rather than just present

Enable participation through the use of technology. Polling, feedback, meeting selection, networking tools. Q&A sessions



# How can organisers increase audience engagement?

Planning

Benefits

Communication

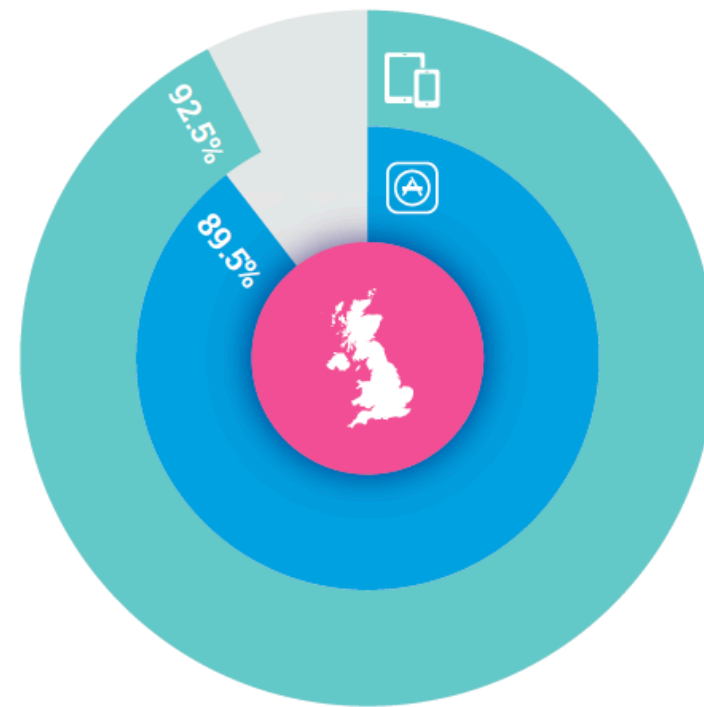
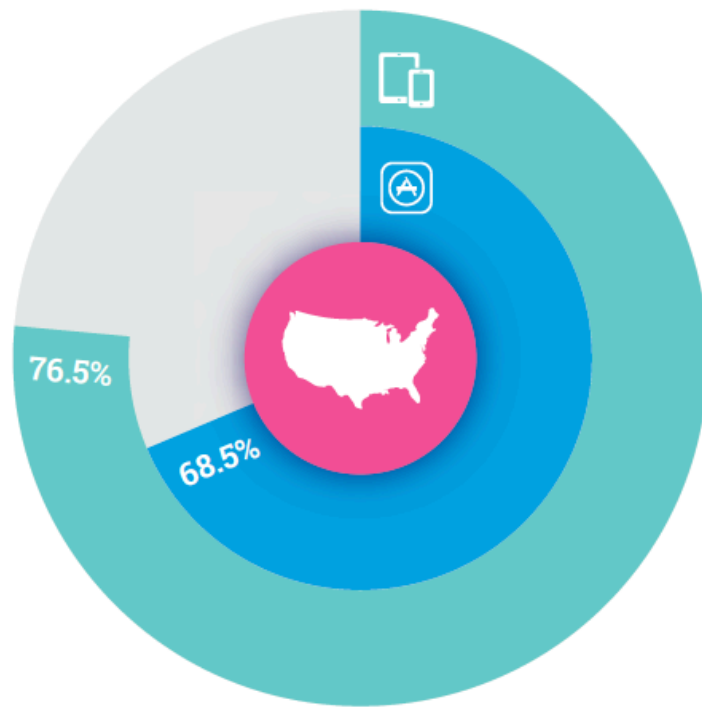
Discussion



Engagement



# APP & TABLET USE AT PHARMA EVENTS



- Percentage of participants who have seen or used an app at a pharma event
- Percentage of participants who have seen or used tablets at an event

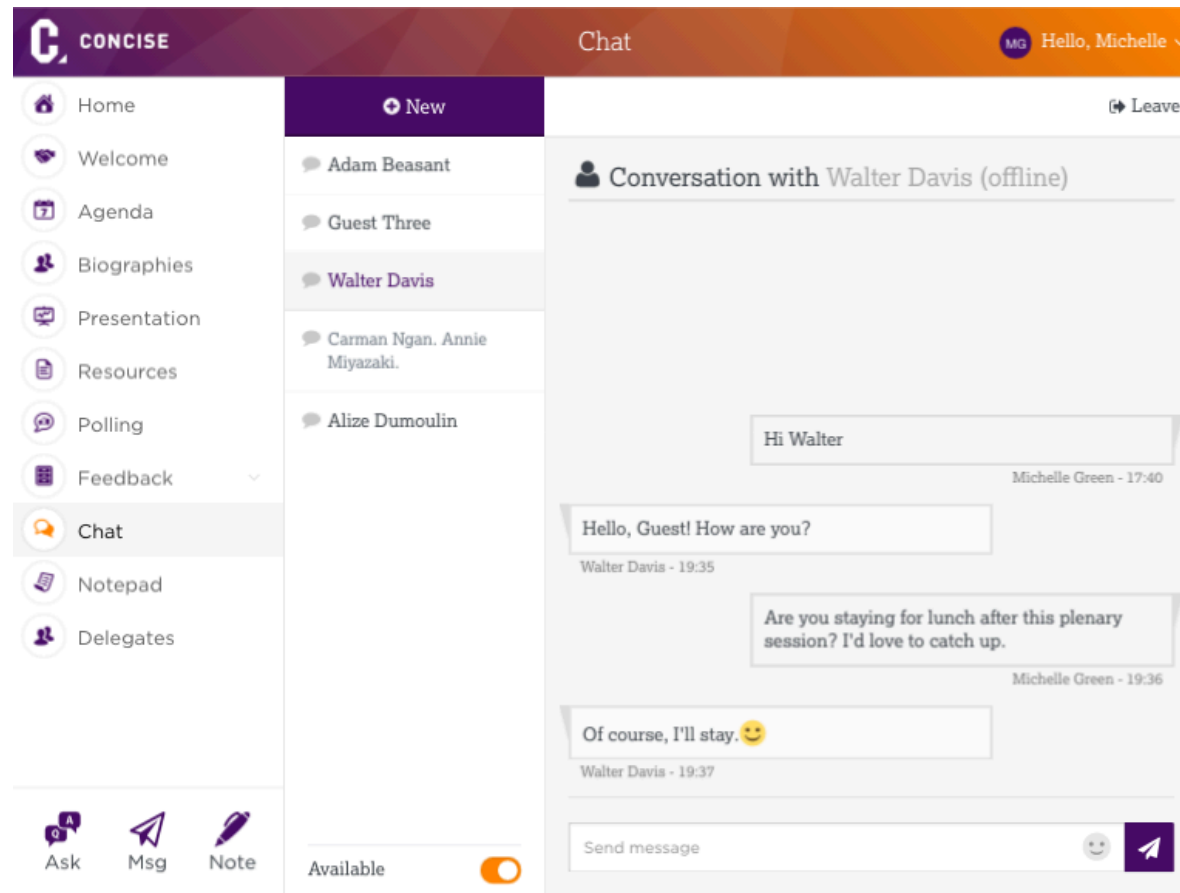


# APP & TABLET USE AT PHARMA EVENTS

The screenshot displays the Chime app interface. At the top, the Chime logo is on the left, the word "Voting" is in the center, and a user profile "Hello, Kevin" with a dropdown arrow is on the right. A vertical navigation menu on the left lists: Home, Welcome, Agenda, Biographies, Resources, Notepad, Presentation, Voting (highlighted), Chat, Forum, Delegates, and Feedback. At the bottom of the menu are icons for Ask, Mail, and Note. The main content area shows a poll question: "What most appeals about using iPads at an event?". Below the question are seven response options in light blue boxes: "Digital content (like agenda and biogs)", "Pushing presentations", "Voting & feedback forms", "Audience asking questions", "Collecting more data & information", and "All of the above!". A purple "Submit" button is at the bottom of the response area.



# APP & TABLET USE AT PHARMA EVENTS







# APP & TABLET USE AT PHARMA EVENTS

The screenshot displays the 'CONCISE' app interface. At the top, the word 'CONCISE' is on the left, 'Agenda' is in the center, and 'MG Hello, Michelle' is on the right. A sidebar on the left lists navigation options: Home, Welcome, Agenda (highlighted), Biographies, Presentation, Resources, Polling, Feedback, Chat, and Notepad. A modal window titled 'Available meetings' is open, showing a calendar icon and a close button. Below the title, it specifies 'Wednesday 13th Dec, 09:30'. The modal contains a table with two columns: 'SESSIONS' and 'SEATS'. The table lists two sessions: '2.1: Tour of Our Offices' with 10 seats and '13:15 - 13:45 Tour' with 15 seats. Each row has a green 'Attend' button. At the bottom of the modal is a search bar with the placeholder text 'Search meetings'. In the background, a slide is visible with the text '10:30 Key Note: Transforming The Way We Communicate' and a profile picture of Erin Foley, Manager.

SESSIONS	SEATS
2.1: Tour of Our Offices	10
13:15 - 13:45 Tour	15



# APP & TABLET USE AT PHARMA EVENTS

**Chime** Forum KM Hello, Kevin

- Home
- Welcome
- Agenda
- Biographies
- Resources
- Notepad
- Presentation
- Voting
- Chat
- Forum**
- Delegates
- Feedback

Touch here to post a question

**Adam Beasant** 2017-03-27T15:17:10  
What are your thoughts on Bitcoin for 2017?  
2 replies

**Jim Hughes** 2017-03-27T15:18:50  
I think for Bitcoin to rise, the Chinese Yen must fall, a lot..

**Tom Sparkes** 2017-03-27T15:20:35  
We need SegWit activation which is a major upgrade to Bitcoin that has many individual benefits, mainly to do with scaling.

Write a comment...

**Tom Sparkes** 2017-02-24T09:39:12  
What did you think of the key speaker this morning?  
2 replies

**Jim Hughes** 2017-02-15T12:44:42  
What impact will European regulation have on our industry post-brexite?  
0 replies

Ask Mail Note



How can organisers measure audience engagement?



# How can organisers measure audience engagement?

There's no single answer to this. Engagement means different things at different events.

Define success criteria during the planning stage.

Gather feedback from delegates (live if using an event app)

If using an app look at the analytics and draw on data appropriate for your event. **There is more to engagement than the number of clicks.** You need to measure against your success criteria.



## In summary...

When it comes to engagement **content is king**

Engagement starts at the planning stage

Keep communication flowing with delegates before, during and after the event

Technology isn't a silver bullet, however it is **a great enabler for delegate participation**

Use all feedback available to plan subsequent events



## THANK YOU FOR LISTENING

If you'd like to discuss how Concise can help enhance audience engagement at your next event please get in touch.

Call us on +44 (0)207 644 6444 or visit our website at **[www.concisegroup.com](http://www.concisegroup.com)**