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
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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?
The average event day...

7 Hours of presentations
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

- **76.5%** Percentage of participants who have seen or used an app at a pharma event
- **68.5%** Percentage of participants who have seen or used tablets at an event

[Diagram showing comparison of app and tablet use at pharma events]
APP & TABLET USE AT PHARMA EVENTS

What most appeals about using iPads at an event?

- Digital content (like agendas and blogs)
- Pushing presentations
- Voting & feedback forms
- Audience asking questions
- Collecting more data & information
- All of the above!
APP & TABLET USE AT PHARMA EVENTS
### Available meetings

© Wednesday 13th Dec, 09:30

<table>
<thead>
<tr>
<th>SESSIONS</th>
<th>SEATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1: Tour of Our Offices</td>
<td>10</td>
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<tr>
<td>13:15 – 13:45 Tour</td>
<td>15</td>
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[Attend]
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