



# DIGITAL SERVICES

## ENHANCING HEALTHCARE EVENTS THROUGH DIGITAL

The pandemic has changed the way delegates wish to attend events. They now expect greater flexibility, namely the option to join either physically or remotely, and meetings must be more personalised than ever before.

At SWM Partners we recognise the importance of evolving as audiences do, which is why we have expanded our offering to include a dedicated digital department.

## DEEP EXPERTISE, TAILORED SERVICE

Depending on your brief and objectives, our highly experienced and knowledgeable event technologists will work with you to recommend a range of technology-led strategies.

They are passionate about bringing virtual and hybrid audiences together, creating opportunities for interaction, and driving engagement.

Furthermore, they provide rich data that enables the enhancement of studies and trials, and the events themselves both as they occur in real time, and once they end.

# 77.2%

**of people prefer virtual events because of how easy they are to attend**

Source: <https://www.vfairs.com/blog/virtual-event-stats/>



## A CURATED, RESULTS-DRIVEN OFFERING

Our digital department provides a wide range of services. Importantly, they select the right combination of solutions to ensure you not only achieve, but exceed your goals.

Virtual event  
planning and  
management

Virtual platform  
review and full  
design, including  
bespoke builds to  
suit your goals

Engagement tools  
and event apps  
for learning and  
engagement

Speaker rehearsal  
management,  
pre-recording and  
live recording

Virtual and  
augmented  
reality tech  
development

Video production  
and editing for  
live events,  
training portals  
and more.

**Of the 40+ hybrid events our digital team hosted between June 2022 and June 2023, virtual and in-person attendance was a 40/60 split.**

# PROJECT SNAPSHOT



## A MULTI-TIERED VIRTUAL IM CONTENT STRATEGY

Our digital team created a robust content strategy and managed its output in real time, which ensured maximum engagement.

Content highlights included a fireside chat complete with a moderated Q&A style panel, and a demonstration video, which they storyboarded.

They seamlessly integrated polling and Q&A functionalities into the event portal, to drive interactivity and connection.

Eighty nine per cent of attendees rated their overall experience as very good or excellent, and 100% stated ease of access to the platform was very good or excellent.



## A LIVE VIRTUAL EVENT ACROSS TIME ZONES

SWM Partners' digital team created a bespoke portal for a medical training focused investigator meeting, which aired live in China.

It was designed so as to resonate with both English and Chinese speakers, and featured several engagement functionalities.

They managed the meeting between 2am and 5am, UK time, which ensured a seamless delegate experience, and that the client could call on them to address any technology queries.

The event's average dwell time was 80%, which highlights the platform, content and overall experience was engaging and relevant for delegates.