



VIRTUAL MEETINGS

A HIGH END PRODUCTION

While in the early days of the pandemic a conference call-style meeting would suffice, when it comes to attending virtual meetings today, delegates' expectations are higher than they once were, and a holistic event programme that encompasses a virtual and physical component is essential to success.

Combine this with the fact that healthcare professionals are busier than ever, and it's clear that highly engaging, seamlessly managed virtual meetings are key, and the support of experienced professionals is a must.

THE SWM PARTNERS DIFFERENCE

Our dedicated in-house digital team approaches virtual meetings in the same way our event management team would an in-person event.

This is because they recognise that a successful virtual meeting requires the same level of planning, strategy and management.

Their work on virtual meetings commences many months in advance, and they prepare for all situations and outcomes – in fact, 40% of what they do involves developing robust back-up plans so that if issues arise behind the scenes, the output remains seamless from an attendee perspective as the event unfolds.

84%

**of attendees would
always like to have
the option to attend
virtual events**

Source: <https://corp.kaltura.com/resources/industry-reports/state-of-virtual-events-2022/>

DESIGNING VIRTUAL MEETINGS

OUR STRATEGIC APPROACH

We apply a proven process when it comes to interpreting your brief, and developing effective virtual meeting solutions that educate, engage, and connect audiences.

01 PURPOSE
Stage one involves discussing the purpose of the event, and your goals. For example, we will uncover whether you're looking to train delegates, drive engagement, source trial feedback, facilitate networking, or a combination of all or some of these.

02 ANALYSIS
Tailored technology and content recommendations are developed, ensuring they are directly linked to your purpose.

03 STRATEGY
The event's strategy is built, which encompasses the various tools and technologies that will be used to ensure a seamless and engaging experience from start to finish. It is here where we also develop a range of detailed backup plans and solutions.

04 DELEGATE COMMUNICATIONS
Once the strategy is approved, the meeting's purpose is clearly communicated to the target audience. This may involve filming and producing video invites, developing and managing event registration portals, and overseeing pre-submitted questions.

We continue to be so grateful for the phenomenal work carried out by SWM Partners during our virtual investigator meeting. As always, it was delivered with the highest quality and level of perfection only SWM Partners is capable of.



Representative, Global Healthcare Organisation





OUR STRATEGIC APPROACH CONT.

05

SPEAKER SUPPORT

Speaker documentation and briefing guides are developed, ensuring they join rehearsals confident and well prepared.

06

REHEARSALS

The rehearsal process involves running through all elements of the event in a way that mirrors the final product, from ensuring all presentation delivery platforms and engagement tools are in working order, to providing further speaker training and support.

07

LIVE EVENT DAY

Our digital team provides around the clock management support, from managing content feeds and ensuring speakers are counted in properly, to handling announcements and moderating Q&As, panels, fireside chats and more.

08

POST-EVENT SERVICES

Session recordings are transformed into on demand content, Q&As are transcribed, certificates are sent to delegates based on preset criteria, and detailed engagement reports are provided.

