

7 Keys to Success for Virtual Speaker Programs



1. Convenient Schedule of Events

- Brief, focused events – 25 to 30 minutes
- Morning, lunchtime and evening, across time zones
- Multiple events every week for every brand



2. Easy Online Registration

- Specialized portal with interactive calendar
- Auto email confirmations and reminders
- Printable invitations, program synopsis, and speaker bios



3. Well-Prepared Speakers

- One-on-one technology orientation
- Team training on virtual speaker skills
- Live support for Speakers during each event



4. Field Sales Buy-in

- Virtual tours of the platform and program logistics
- Increase Sales Rep access with HCPs during events
- Set clear goals and get off to a strong start



5. An Enlivened Experience

- Live Speaker video via webcam
- Dynamic slides builds and mark-ups
- Screen share documents and web sites
- Play animations and recorded video



6. Highly Engaged Audiences

- Dynamic Q&A sessions
- Interactive polling with real-time results
- Chat, surveys and social media tools
- New gamification apps



7. Great Technology and Support

- Reliable, easy-to-use technology
- Live event monitoring and trouble-shooting
- Responsive Help Desk support