

8 Ways to Maximize Virtual Speaker Program Attendance



1. Field Sales Support

- Agree on an active role and goals for Sales Reps
- Provide recruitment training, resources and a clear plan
- Enhance Rep access to HCPs during the speaker events



2. Convenient Schedule of Events

- Multiple event options per week
- Variable times of day, across time zones
- Brief, focused events – 25 to 30 minutes



3. Compelling Topics and Speakers

- A Faculty of recognized researchers and thought leaders
- Topics that are relevant to HCPs and patient care, or
- News on high-profile, break-through medical advances



4. Easy Registration and Attendance

- Online portal with event calendar
- Simple registration process
- Individual passwords and one-click logon



5. Confirmation and Reminder Emails

- Confirmation Email upon registration
- Option in Email to *Add to Calendar*
- Reminder Email 24 hours prior to event



6. Rapid Re-schedule

- Re-capture HCPs who miss an event
- Immediately re-book for upcoming event
- *Missed You* Emails to HCPs and Reps



7. Mobile Friendly

- Virtual platform optimized for mobile
- Reps use tablets to bring events to HCPs, or
- HCPs can connect by smartphone or tablet



8. Chase Team Follow Up

- Outbound calls to registrants 5 minutes prior to start
- Friendly reminder and assistance with logon
- Reduces rate of no-show HCPs