



SWM

AUDIENCE RESPONSE APP

BACKGROUND

On behalf of a pharmaceutical client, global event planners SWM Partners were briefed to plan, create and implement a two-day investigator meeting in Lima, Peru, for approximately 120 regional delegates.

As part of a worldwide clinical trial, which saw similar events hosted in Philadelphia and Vienna, the meeting brought together regional doctors and nurses who have access to patients that fulfil criteria to participate in the trial. The event provided delegates with information on the background of the study and explained the important aspects of protocol, study medication and study logistics.

CHALLENGE

Due to the heavy scientific content of these meetings SWM wanted to ensure audiences were kept engaged. Previous meetings in the series utilised our Connector Keypads for audience messaging and voting, however due to strict custom laws in Peru we knew there would be difficulties in getting the Connector Keypads on site.

Never fazed, we recommended our Audience Response App with on site support. Delegates could conveniently access the app via a web browser, avoiding the need for a dedicated device or download the app to their own devices.

Our Event Technology Specialist (ETS) on site, James Fawcett, was able to introduce an audience quiz at the end of the meeting to gauge how much information the delegates had absorbed during the presentations. The quiz provided meeting organisers with valuable feedback for future events and ensured the meeting ended on a light hearted note.

NUMBER OF DELEGATES ATTENDING



120

ADOPTION RATE



70%

NUMBER OF POLLS ASKED



40

APPROACH

By taking the time to fully understand the needs of the client and the functions they required, we recommended using our Audience Response App. Having our dedicated ETS on site throughout the event ensured the technology ran smoothly and we were able to liaise with the venue to guarantee sufficient Wi-Fi capability.

ABOUT THE CLIENT

SWM Partners is a highly experienced global event planning and management company. Having made their name in the pharmaceuticals sector they are one of the most highly regarded agencies in their field, with expert knowledge of the drug trial and development process.



We really benefited from the Crystal service. The app allowed attendees to text in their own language using their own devices... so we saw an increase in participation! James Fawcett was great – he slotted seamlessly into our team and did a fabulous job.

Vicky Gomez Bibson, Project Director, SWM Partners