



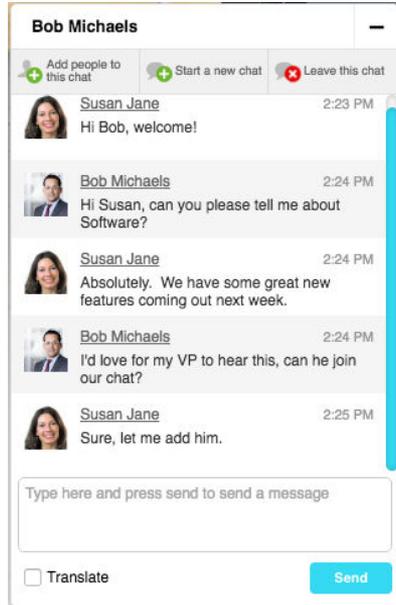
**Feature Review:  
Attendee Engagement**

## Our Virtual Destinations

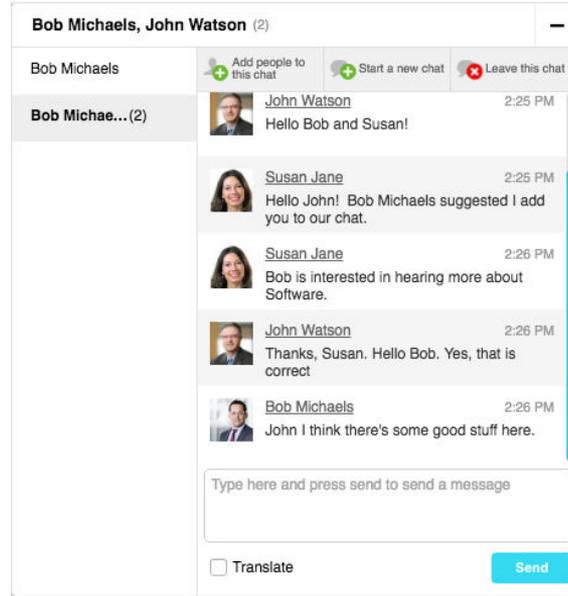
are full of features designed to drive more interaction with  
your company and your content.

# 1:1 and Small Group Chat

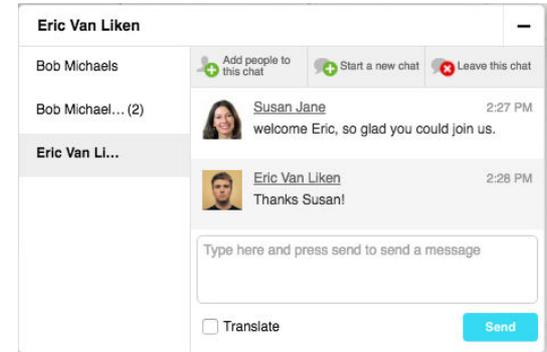
Simple and intuitive chat allows for quick connection attendee-attendee and representative-attendee



1:1 Chat



Small Group Chat



Manage Multiple Chats

# Call-to-Action

Any sign or click state can act as a call-to-action, driving more engagement and enabling immediate follow-up.



 **Follow-Up Request** ×

Thank you for your interest. A representative will follow up with you later. Please enjoy the virtual event!

 **Get on our mailing list** ×

Thank you, we will put you on our mailing list!



 **Yes, I want to learn more!** ×

Thank you for your interest in Power Plant Solutions. A sales representative will be in touch soon.

You choose the call-to-action:

- Request a demo
- Join a mailing list
- Vote
- General follow-up

Designated team member(s) receive an immediate email with attendee details.

Includes complete reporting on all attendee clicks.

# Survey / Feedback

Solicit opinions and feedback from attendees while they are engaged with your content.



3. On a scale of 1-10 (with 10 being the best), please rate how relevant the topics were to your interests.

10 - Very Relevant	9	8	7	6	5 - Somewhat Relevant	4	3	2	1 - Not Relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please rate how satisfied you were with the length of the event.

Too Long	Just Right	Not Long Enough
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. On a scale of 1-10 (with 10 being the best), please rate the quality of the keynote and panel speakers in the auditorium.

10 - Great	9	8	7	6	5 - Fair	4	3	2	1 - Poor
<input type="radio"/>									

Collect immediate feedback:

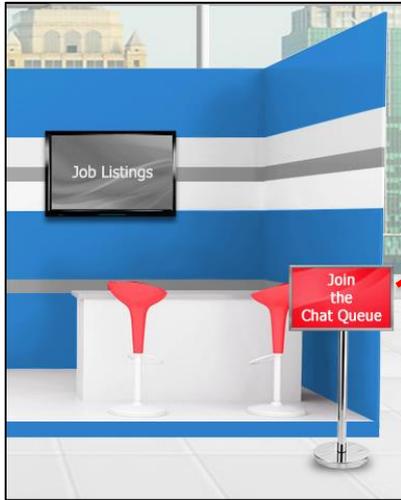
- From any sign / click-state\*
- When attendees leave a room
- When attendees closes a webcast

All responses are captured and detailed reporting is provided.

*\*includes capture of first, last and email*

# Chat Queue

Manage high volume attendance and interaction.



**Chat Queue - Thanks for Your Interest** ✕

You have been added to the chat queue. A recruiter will be in touch via chat soon.

Attendees receive immediate confirmation they are “in queue.”

Reps see the queue and reach out to the next attendee in line.

**Rep Dashboard**

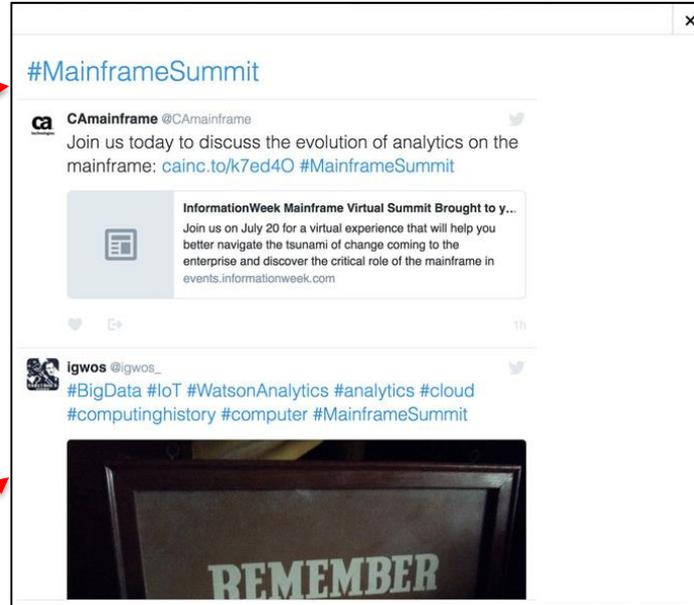
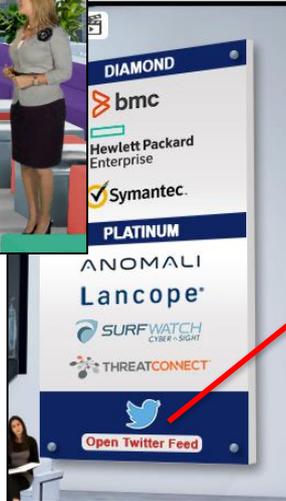
Attendees Rep Chat Watch List Chat History **Chat Queue**

2 attendees in Chat Queue Refresh

	<b>Bob Michaels</b> Telecommunications - Utah Waiting for 4 minutes 25 seconds		<span>Remove</span>
	<b>Lisa Jones</b> Marketing - California Waiting for 23 seconds		<span>Remove</span>

# Integrate Twitter

Highlight social media activity with direct access to your Twitter feed within the environment.



Integrate a Twitter\* feed from a specific account or a hashtag.

Feed launches from any sign or graphic.

*\*Leverages the Twiiter widget; not available from Facebook and LinkedIN*

# Leaderboard

Use gamification to drive the actions most important to your program.

**The Way To Do Virtual**

**My Total Points: 190**

Activities Available for Points

Activities Available for Points	Point Value
Chat with a Booth Representative	20
Swipe Badge & Tell Sponsors You're Interested	15
Visit Sponsor Booths	10

**Leaderboard** | Points | Rewards

Welcome to the Virtual Conference Leaderboard! Want to win \$500? Of course you do! Make the most convenient opportunity to explore everything this Virtual Conference has to offer! Simply click on the "Points" tab to find out what actions could make you a winner. Scroll down below to see who's racing to be you?

Search

Rank	Attendee	Points
1	<b>Joakim Jonsson</b> @Connex	385
2	<b>Michael Goodell</b> @Connex - Engineer	315
3	<b>Ana Way</b> @connex - Support	310
4	<b>Will Tu</b> @Connex - Technical lead	310
5	<b>Marc Goodell</b> @Connex - Support	280
6	<b>Greg Walsh</b> Sales - Chicago	250

**Lobby** | Auditorium | Exhibitor Directory | Gallery | Lounge | Swipe Virtual Badge | Attendees | Chat | Briefcase

Program producers can:

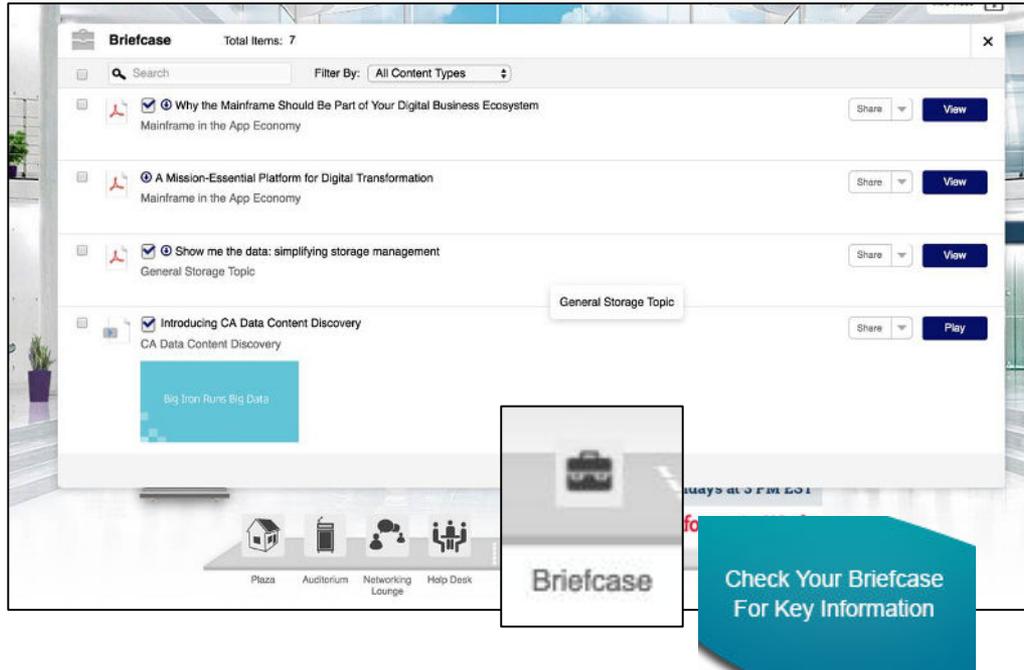
- Assign point values for specific actions, like visiting booths or downloading content.
- Offer rewards or prizes based on points achieved

Attendees can:

- Measure where they rank amongst all attendees
- View a list of points per activity, so they know how to gain more points
- See what rewards or prizes are available

# Pre-load the Briefcase

Increase engagement with specific content and/or sponsors.



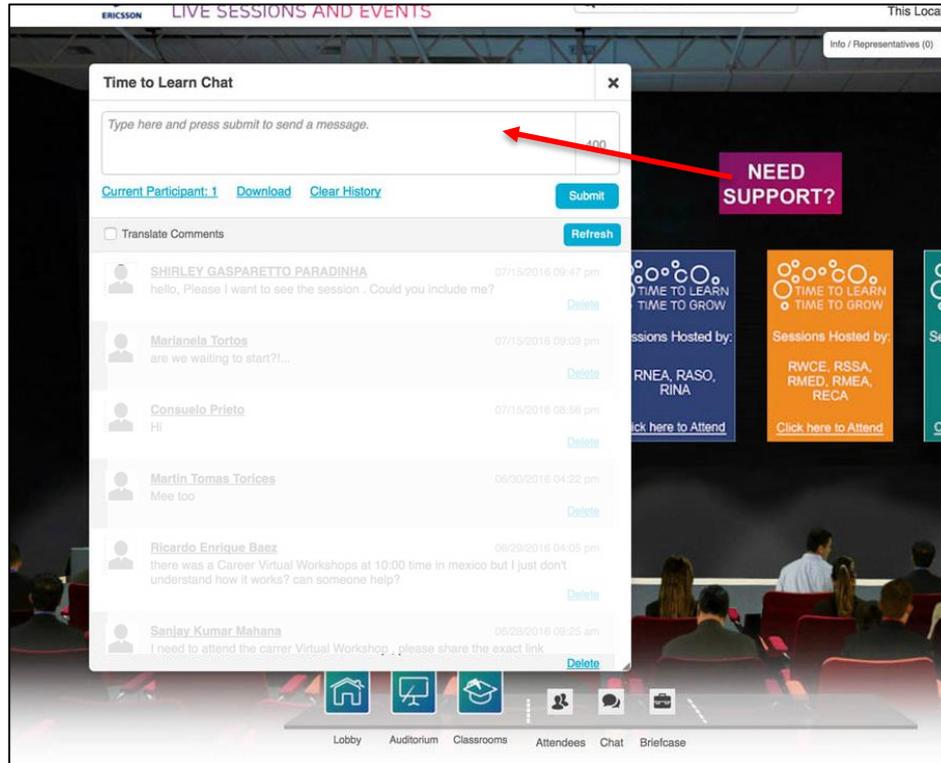
Pre-load the briefcase with specific documents, links, videos and other content.

Provide easy access to navigation items like an agenda or recommended learning path.

Highlight premium sponsors by including their content for all attendees to view.

# In-Room Support

Provide attendees 1-click access to support.



A group chat or support form can launch from any sign or graphic.

Attendees can request help and engage with support staff without leaving the room.

# Multiple Public Chats

Add variety to an agenda with scheduled chats.

Now Attending: 2  
This Location: 1

Info / Representatives (1) Public Group Chat(10)

### Meet the Experts

Click to join an online discussion!!

9:30 to 9:40 am Eastern Time Intro to Drug Monitoring for Pain Management Dr. Barbara Jean Magnani	2:00 to 2:10 pm Eastern Time Alternative Specimens: Oral Fluid Dr. Jennifer Collins
10:15 to 10:25 am Eastern Time Impact of the Prescription Monitoring Program Dr. Wilfred Hynes	2:45 to 2:55 pm Eastern Time "Collateral Damage" - Prescribing on the Smallest of Patients Dr. Gwen McMillin
11:00 to 11:10 am Eastern Time Analytical Methods I. Overview Dr. Tai Kwong	3:30 to 3:40 pm Eastern Time Marijuana and Pain Management: The Lab's Role Dr. Paul Jannetto
11:40 to 11:50 am Eastern Time Analytical Methods II. Immunoassay Dr. Tai Kwong	4:15 to 4:25 pm Eastern Time Toxicology Consultations and Selected Case Studies Drs. Nicholas Heger and Barbara Jean Magnani
12:30 to 12:40 pm Eastern Time Analytical Methods III. Mass Spectrometry Dr. Tai Kwong	5:00 to 5:10 pm Eastern Time Changes & Challenges in Drug Testing Reimbursement Dr. Charles Root

68<sup>th</sup> AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO  
July 31 - August 4, 2016  
Philadelphia, PA • USA  
REGISTER NOW.  
REGISTER NOW

### 10:15 to 10:25 am ET - Session 2

Type here and press submit to send a message.

400

Current Participant: 1 **Submit**

Translate Comments **Refresh**

- Wilfred Hynes** 08/15/2016 03:25 pm  
They are all state run databases. Massachusetts is run by the Office of health and human Services. Most states are through some arm of the respective DPH
- William Bennett** 08/15/2016 03:25 pm  
Who is maintaining the databases?
- Wilfred Hynes** 08/15/2016 03:26 pm  
Duh, certainly it is always a possibility that patients denied opiates for any reason may seek them out illicitly, but if these tools can identify those patients at risk, we can hopefully get them into treatment for their addiction
- Carlos Martinez** 08/15/2016 03:26 pm  
Thank you.
- Barbara Jean Magnani** 08/15/2016 03:26 pm  
The CDC guidelines state that UDT should be used before initiating opioid treatment and then at least annually. How often a prescriber actually obtains a UDT may depend on the specific patient (high risk vs low risk).
- Wilfred Hynes** 08/15/2016 03:29 pm  
It is in the state and federal guidelines that urine drug screening should be a part of the pain management process not just the initiation. That medication use of pain still referred to as a guideline

Use public chats to create a whole agenda of discussions.

Include different expert talking about different topics at different times.

Keep attendees engaged by driving them from auditorium to a chat room.

Break up the typical day of keynote after keynote.

# Networking Lounge Chat

Give all or VIP only attendees access to executives via moderated chats



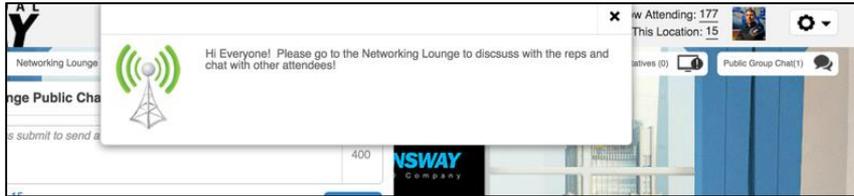
Include different executives or experts talking about different topics at different times.

Keep attendees engaged by driving them from auditorium to a chat room.

Break up the typical day of keynote after keynote.

# Broadcast Messages

Help attendees navigate with scheduled and impromptu messaging.



Messages appear at the top of the environment, easily seen by all.

Include links to specific rooms to highlight agenda items, specific content, specific booths/sponsors.

Schedule ahead of time to alleviate live day workload; add messages as needed to react to activity as it happens.

*6-8 per hour recommended*