



RRxVC™ Virtual Congress

March 2020

RRxVC™ Agenda

- RRxVC Concept Overview
- RRxVC Complete Tour
 - Webcast
- Recruitment, Follow-up & Analytics
- Scalable Options
- Q&A, Next Steps

REALITYRx Communication Management Team



Bob Karczewski, RPh
**Director Client Services,
Principal**
25 years of pharmaceutical and healthcare experience—agency, company, and pharmacy



Jonathan Male
CCO, Principal
25 years as a creative lead in consumer and pharmaceutical industries for US and global markets. Major brand launches in most therapeutic categories



Scott Greisler
SVP, Management Supervisor
20-year career in the pharmaceutical and biotech industries has run the gamut from rheumatology, oncology, pulmonology, and cardiology to ophthalmology and vaccines.



Flint Cohen
VP, Creative Director of Art
20 years as a brand specialist and creative lead with a wealth of strategic and promotional experience



Eligio Sgaramella
Digital Management
12 years managing digital. UX, web strategy, development, mobile, social media, Apps, iDetailing, SEO, CMS among others



Jonathan Rogan
ACD Copy
9 years of pharmaceutical experience, a background in the sciences with traditional and digital marketing expertise

RRxVC

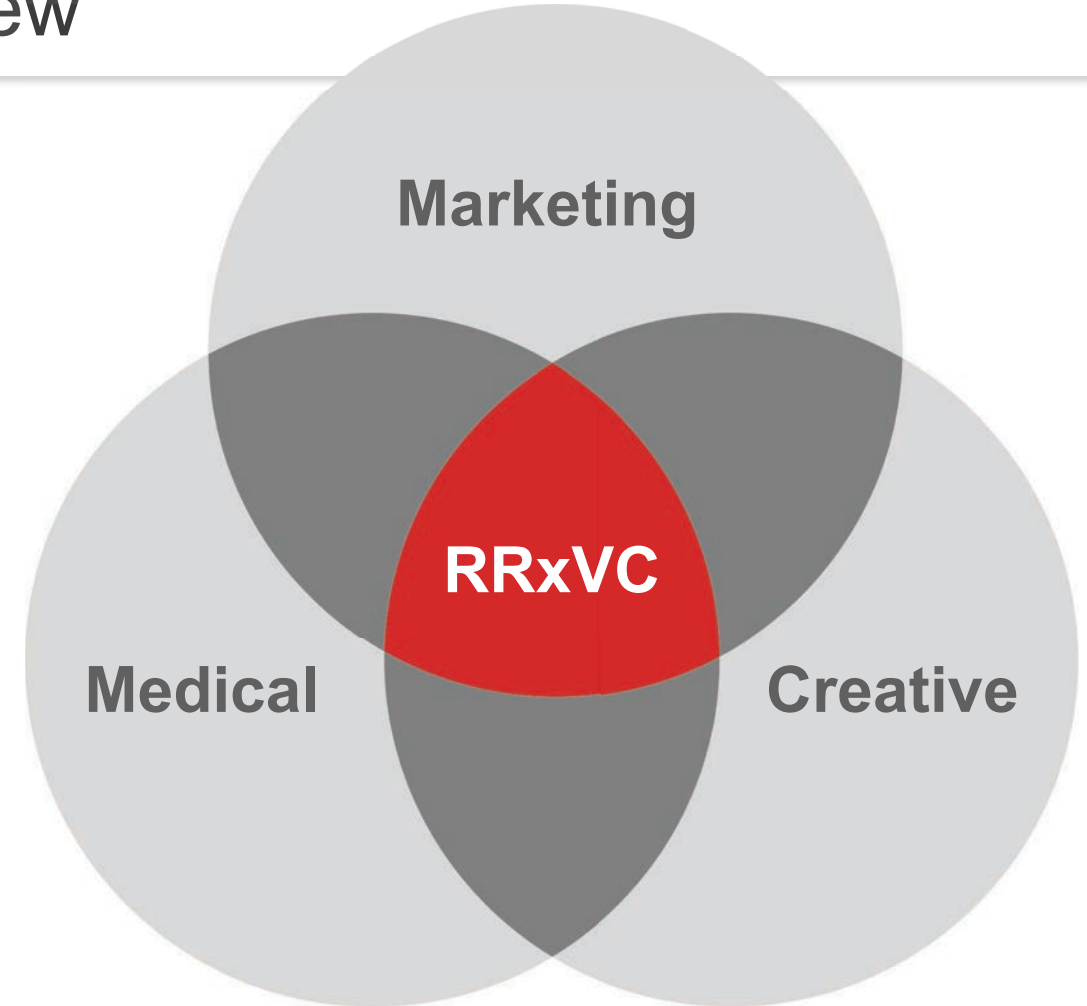
Virtual Congress



A digital online recreation of a company's congress experience intended to supplement, extend and in some cases replace the physical space.

RRxVC™ Virtual Congress Overview

- **RRxVC** dramatically extends your important congress meetings in terms of scope, reach and return on investment
- **RRxVC** builds an interactive bond between client, customer, and advocates/KOLs
- **RRxVC** provides a dynamic way to reinforce traditional brand-building activities



Who Benefits From RRxVC™?



- **Primary users:** A healthcare company's current customers, prospects, and advocates
- **Secondary users:** Company salesforce
- **Uses/Benefits:**
 - Extend customer reach
 - Deliver consistent strategy and messaging
 - Build a customer database
 - Enhance sales training
 - Engage advocates/KOLs
 - Direct online communication

What Does RRxVC™ Do?



RRxVC is designed to:

- Offer the free flow of ideas and information exchange that takes place at a large medical gathering; allows for customer interactions in real-time
- Become the user's free pass to all areas of the company's exhibit space and congress activities
 - Allows for in-depth exploration before, during and after the event
- Provide virtual access to all brand and franchise promotional materials and messaging
- Provide users an opportunity to partake in or review key medical symposia

What Does RRxVC™ Provide for the User?



RRxVC visitors will encounter:

- **Schedule of events**—meeting overview
- **Location map** including rapid access to areas of interest and highlights
- **Product panels** with linked in-depth information
- **Collateral materials**, including white papers and scientific posters
- Real time or archived **symposia** participation—slides, audio and video clips of key speakers with feedback channel
- Important **late-breaking information**

How Does RRxVC™ Expand the Experience?



RRxVC visitors will:

- Participate virtually via an **interactive overview** of all the company's congress activities
- Participate in **chats with colleagues** and company representatives
- Roll over any booth component and choose to **expand any subject** matter to full screen
- Download or **request rep-delivered** exhibit collateral materials
- Use **email communication** and live chat for questions
- Expand the experience to **log on to related meetings or events**
- **Preview the congress activities** and location amenities before attending

RRxVC™ Return on Investment



Accelerated brand adoption:

- Wide audience receives **consistent messages** from a company (data capture)
- Leads RRxVC users on **learning path** which is controlled and tracked by the company
- **Detailed tracking analytics** allow honing of all communications
- Presents salesforce with **low-cost prospecting** of qualified leads
- Helps **train salesforce** on company's exhibit messages and materials

RRxVC™ Return on Investment (cont.)



Relationship building:

- Extends product information and speaker content **without travel**
- Congress visitors have **post-meeting review access** and can receive follow-up messages
- Gives advocates a **wider audience reach**
- **Increases community goodwill** by making information convenient and company more accessible

RRxVC™ Return on Investment (cont.)



Cost efficiencies:

- **Widens audience** reach while cost remains fixed
- Provides vehicle to **widen database**
- Cross purposes as **rep training vehicle**
- Designed to be **efficiently replicated for other brands**
- **Scalable** based on company budget and commitment

Immediate Effect of RRxVC™



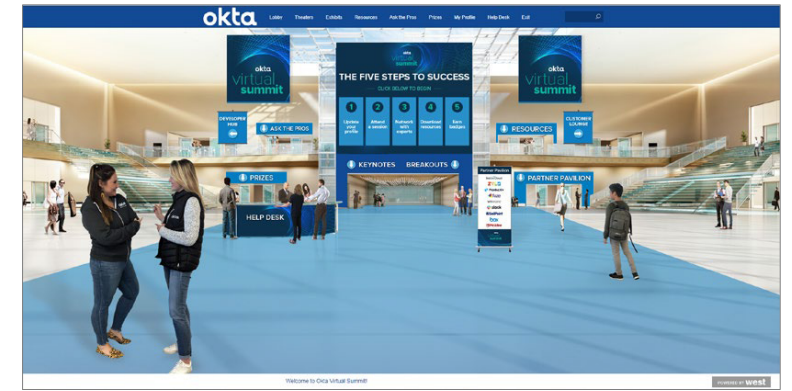
Healthcare professionals will leave the **RRxVC** site with the most current product information and a sense of the host company's direction and commitment to the particular therapeutic category.

RRxVC Tour

*A scalable program based on
need and budget*



Changing to a Virtual Conference



Hybrid Event

- Keep the physical event & host a virtual version for those that cannot travel
- Decide which presentations to stream to a virtual audience

Virtual Theater

- Simple, single room environment
- Links to presentation tracks and surrounding content (links to docs, etc.) and engagement (chat, social media)

Full Virtual Conference

- Multi-room environment that mimics a complete physical event
- Includes an exhibit hall with sponsor booths, networking lounge, etc.

How Does it Work?



Exhibitor Booths



Networking



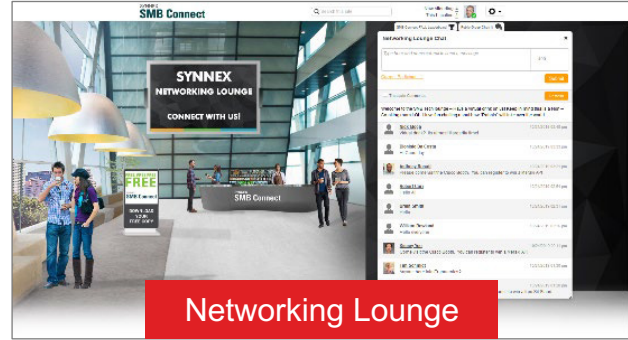
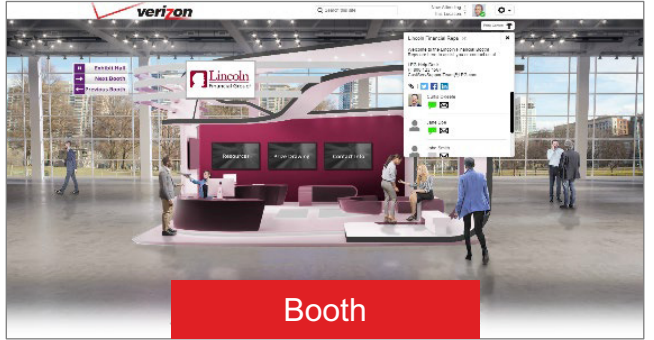
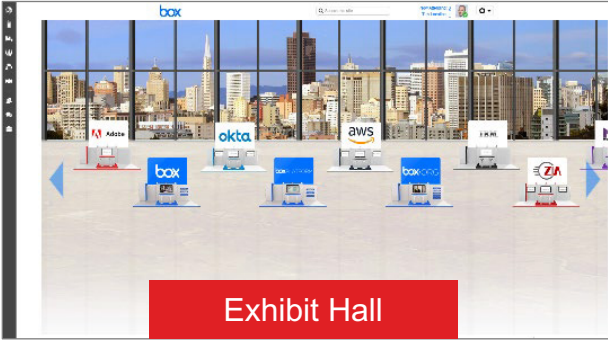
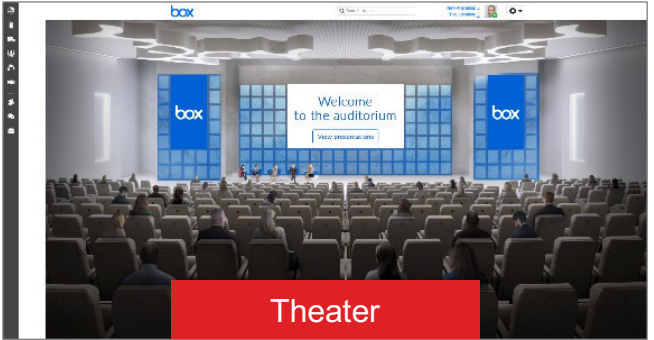
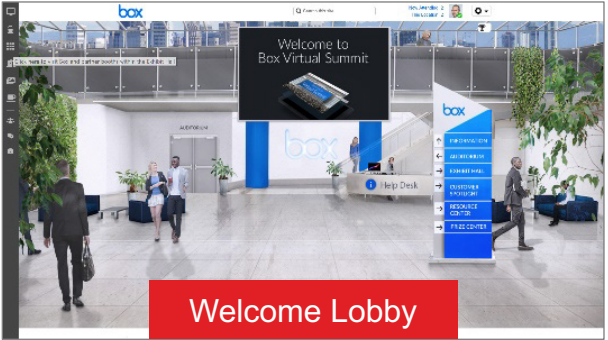
Attendee/Exhibitor Interaction

Keynotes & Live or On-Demand Presentations

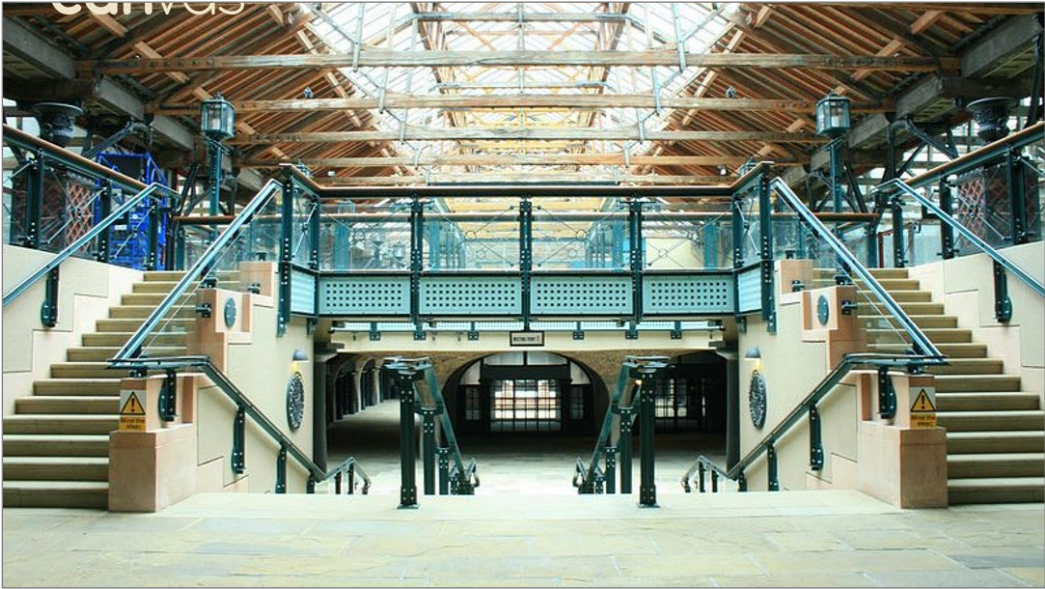


Choose From Dozens of Room Templates

Choose a Virtual Environment template from dozens of options that best matches your branding and audience persona



Create a Customized Design to Look Like Your Building or Lobby

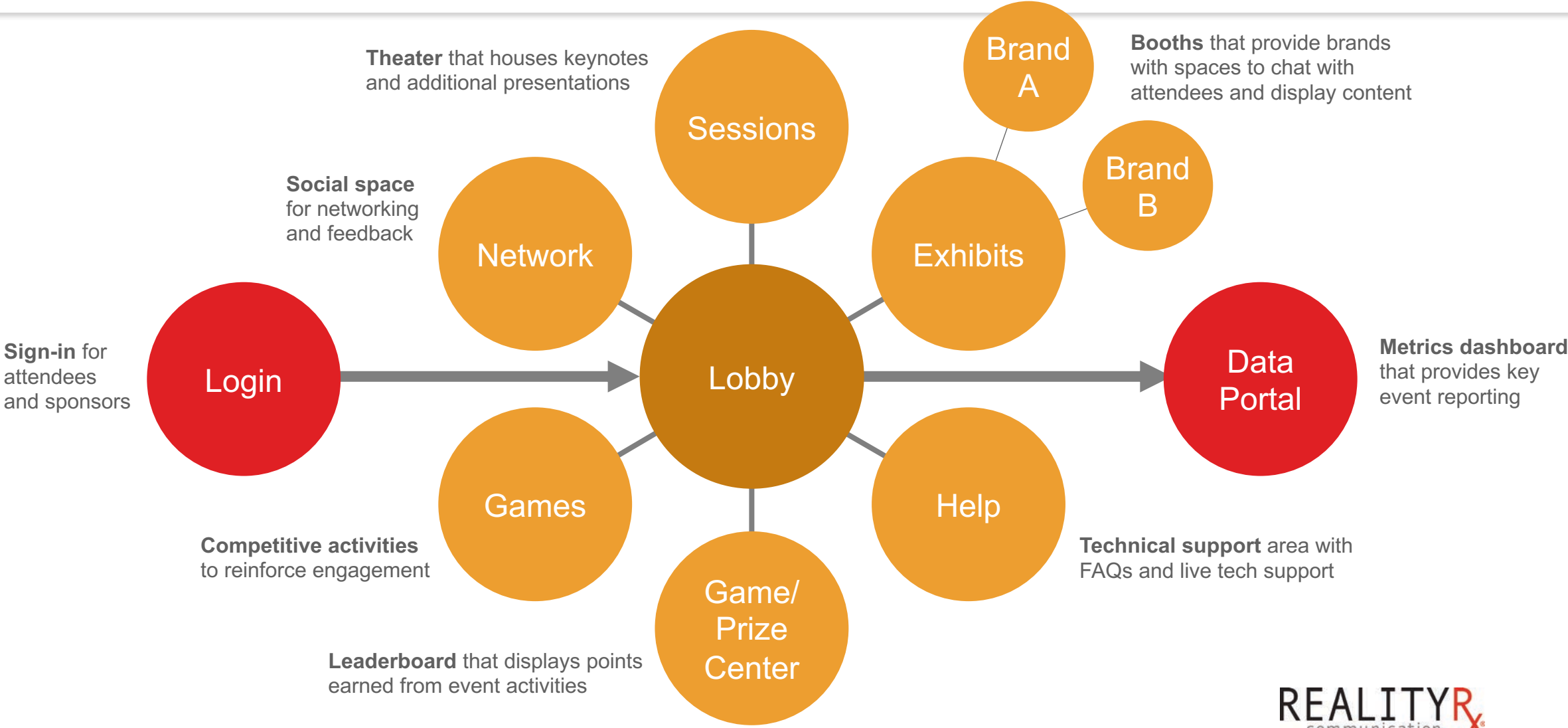


Actual Physical Event Lobby—Tobacco Dock UK



Virtual Event Lobby

Virtual Event User Journey



RRxVC Services, Setup & Support



Managed Service

Full white glove setup, project management, & support throughout your entire event life cycle.



Engagement Strategy

Leverage our content strategy, speaker training and creative consulting services.



Event Strategy

Leverage our 18 years of experience hosting virtual events.



Video Production

Take advantage of our live streaming, recording and encoding video capture services.



Data Integrations

Aggregate technologies for seamless data collection and analysis.



Bandwidth Optimization

Optimize the delivery of your video content behind the firewall for internal events.

Include Any Type of Content

Intuitive content windows link to documents, videos, and web pages.

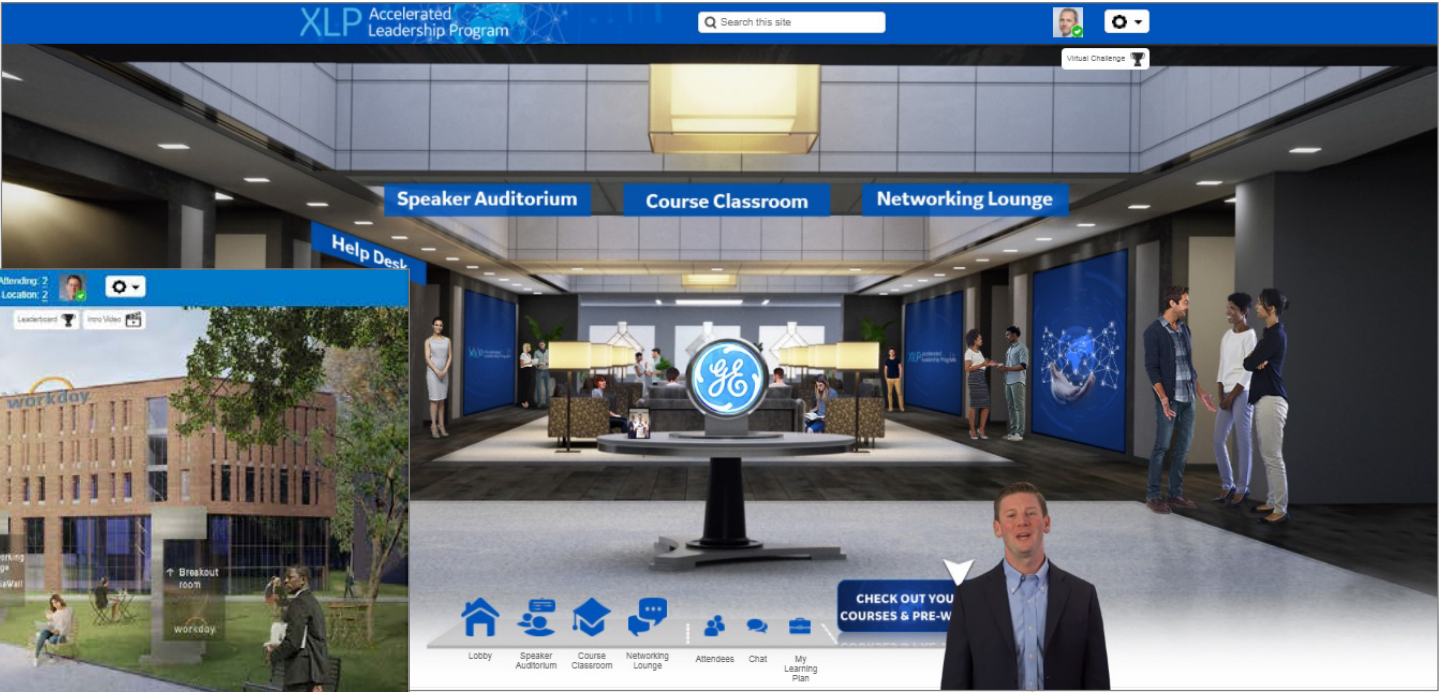
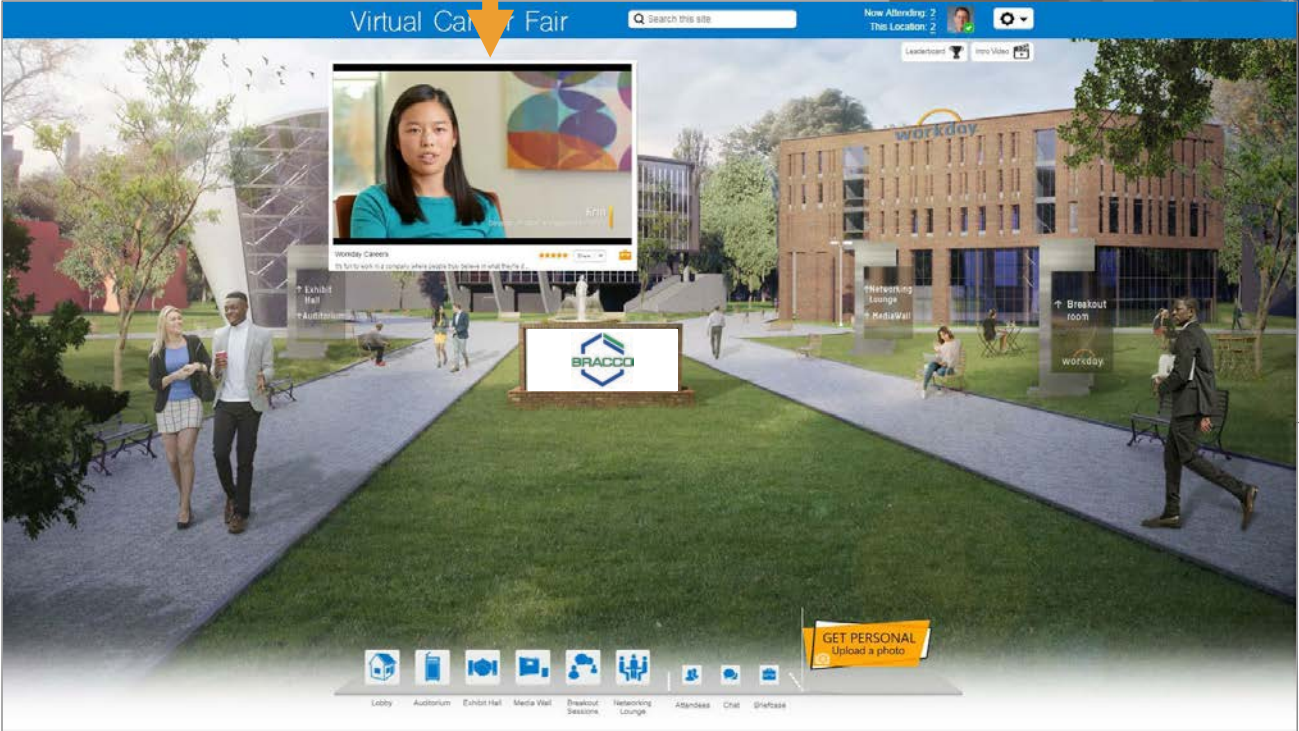
Call-to-action such as newsletter subscribe, demo request, contact me.



“Briefcase” to save content to download later.

Greet Attendees as They Join

Jumbotron
Video Greeter

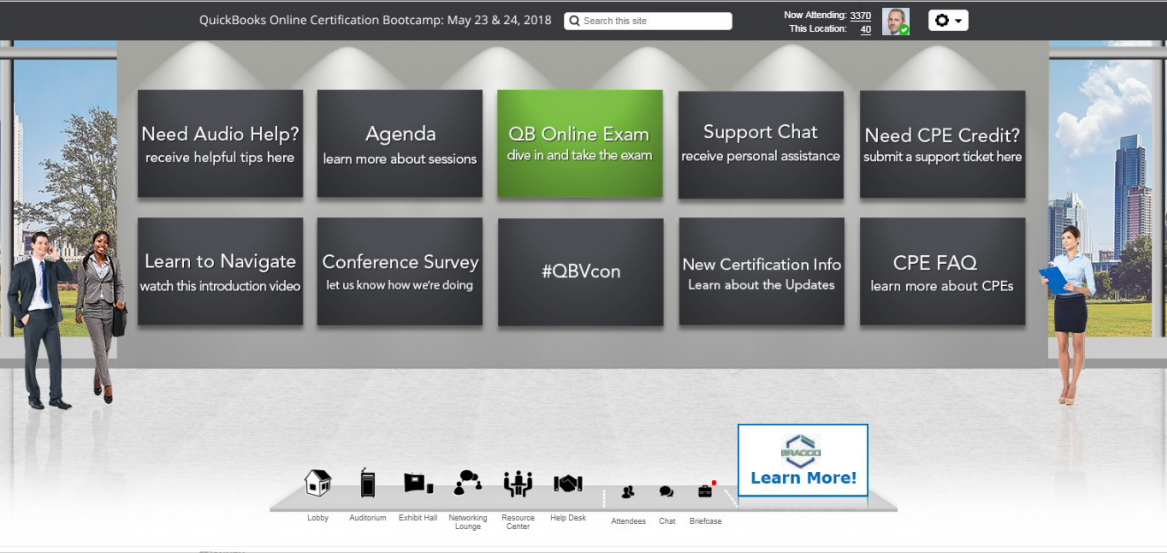
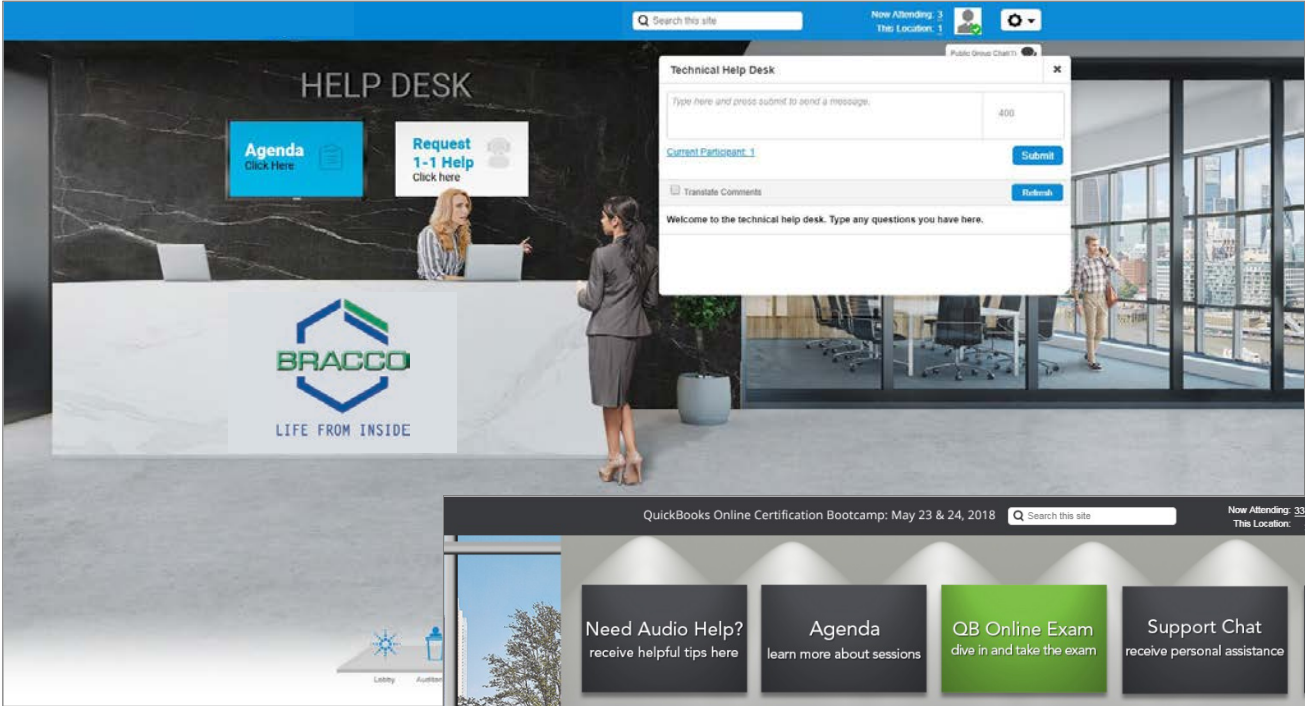


Walk-Out
Video Greeter



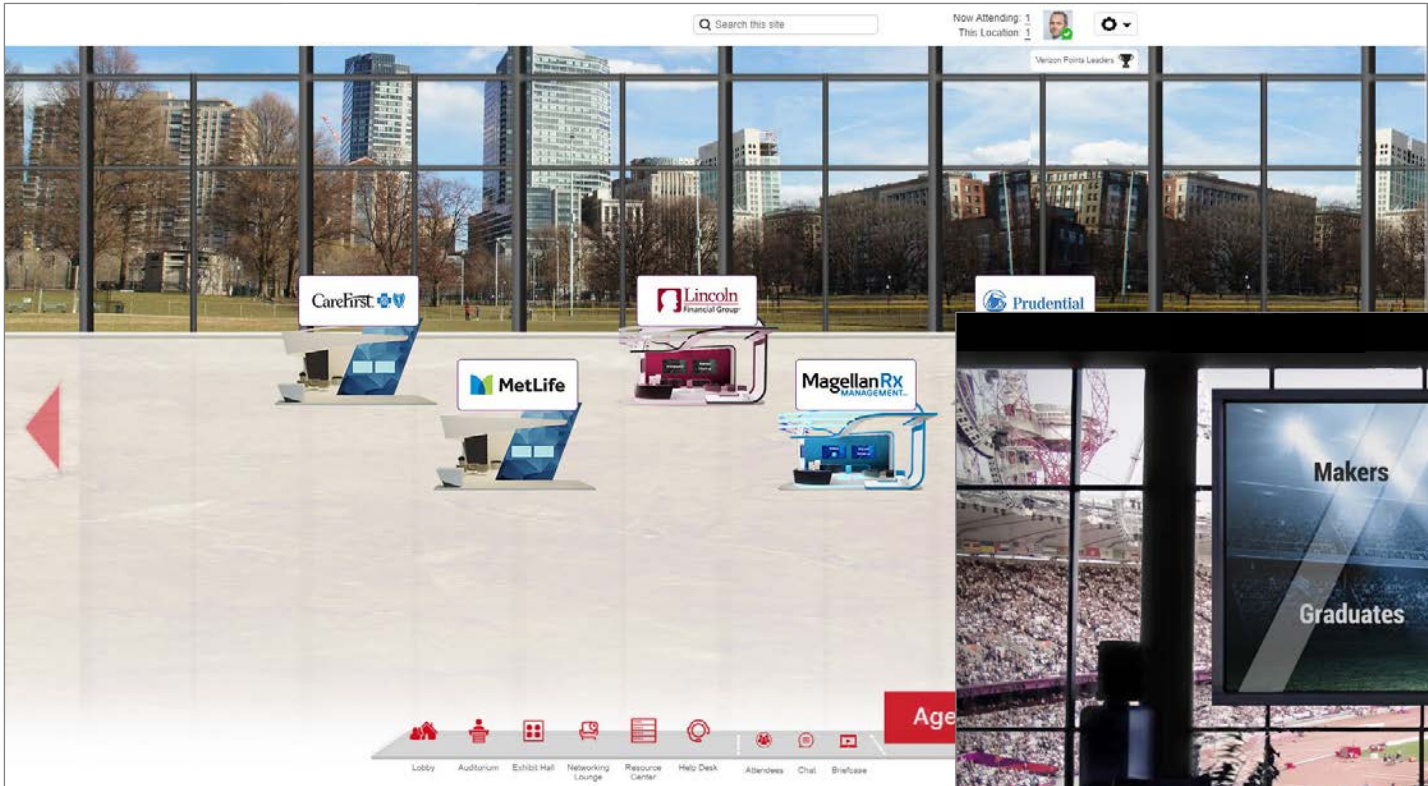
Help Desk to Orient Your Audience

Similar to a physical event, your virtual event can include a dedicated information booth to answer questions and guide attendees to rooms, locations or content of interest.

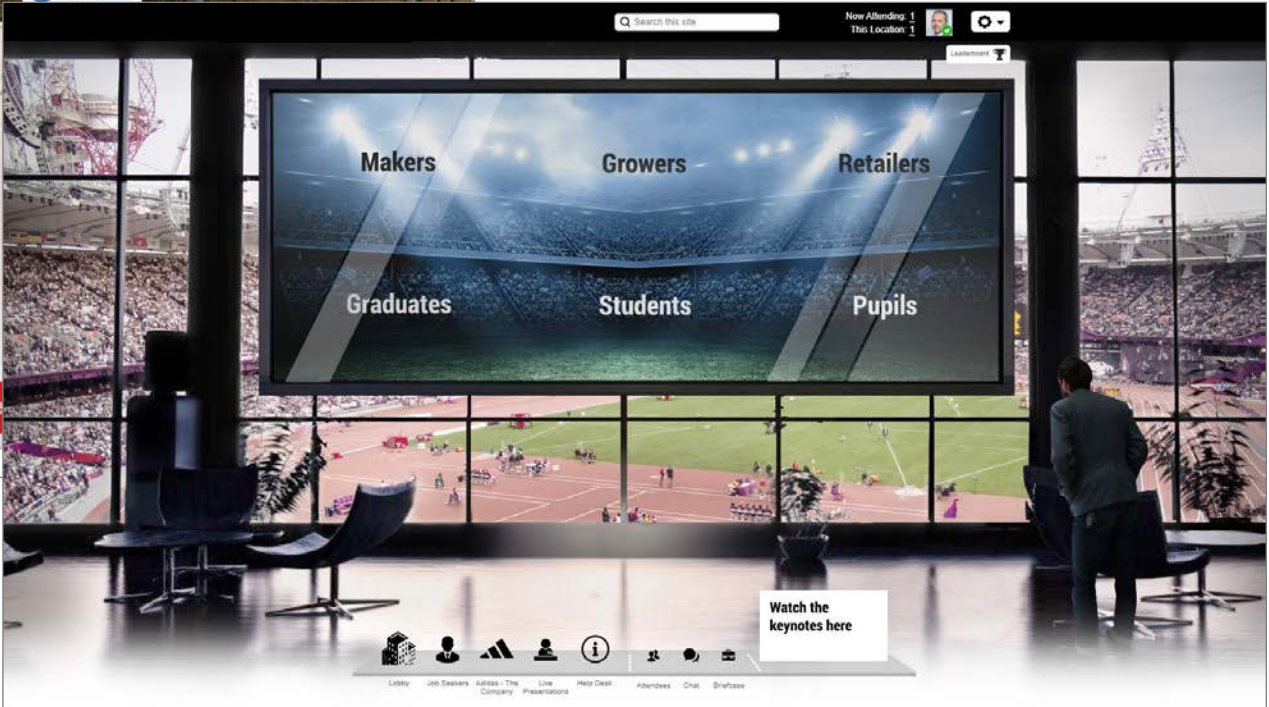


Browse the Exhibit Floor

Media Wall Exhibit Hall Template Options



Traditional Exhibit Hall Template Options

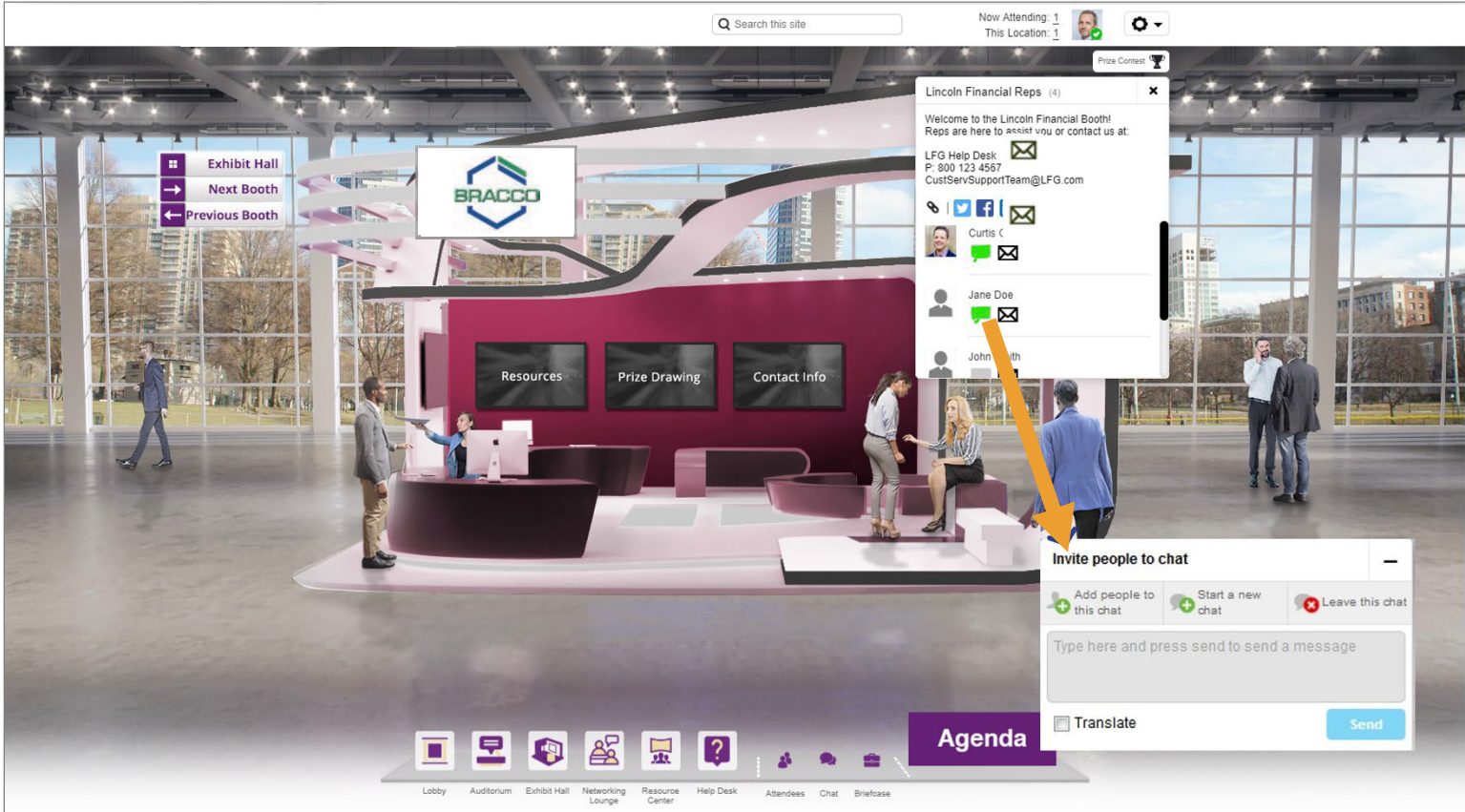


Engaging Conversations

Attendees can start meaningful conversations with reps at booths via private chat, group chat, or video.

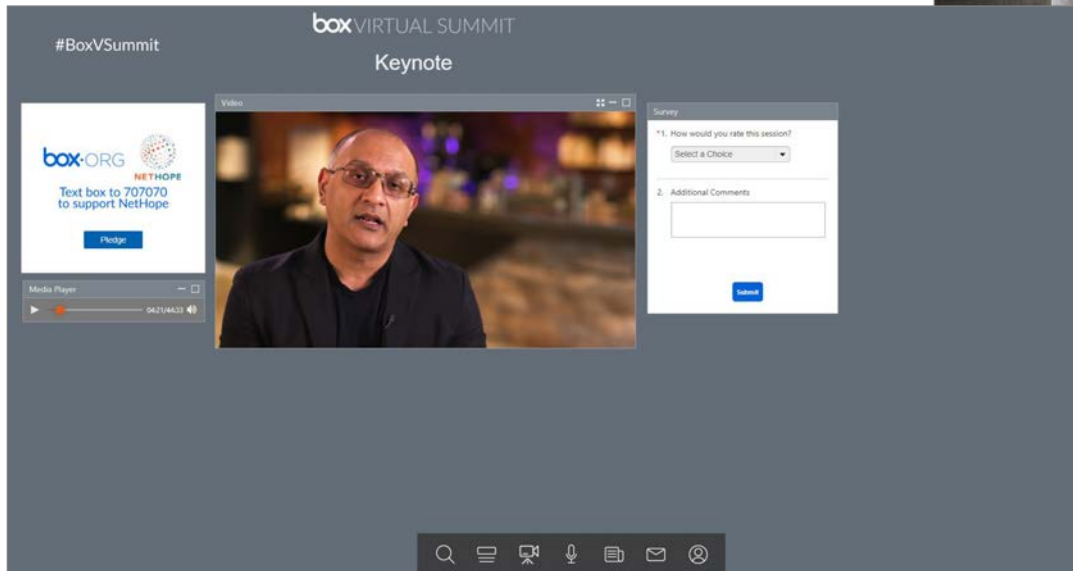
Email contact forms capture questions during on-demand periods.

Includes call-to-action such as subscribe to a newsletter, info request, product sample and more.



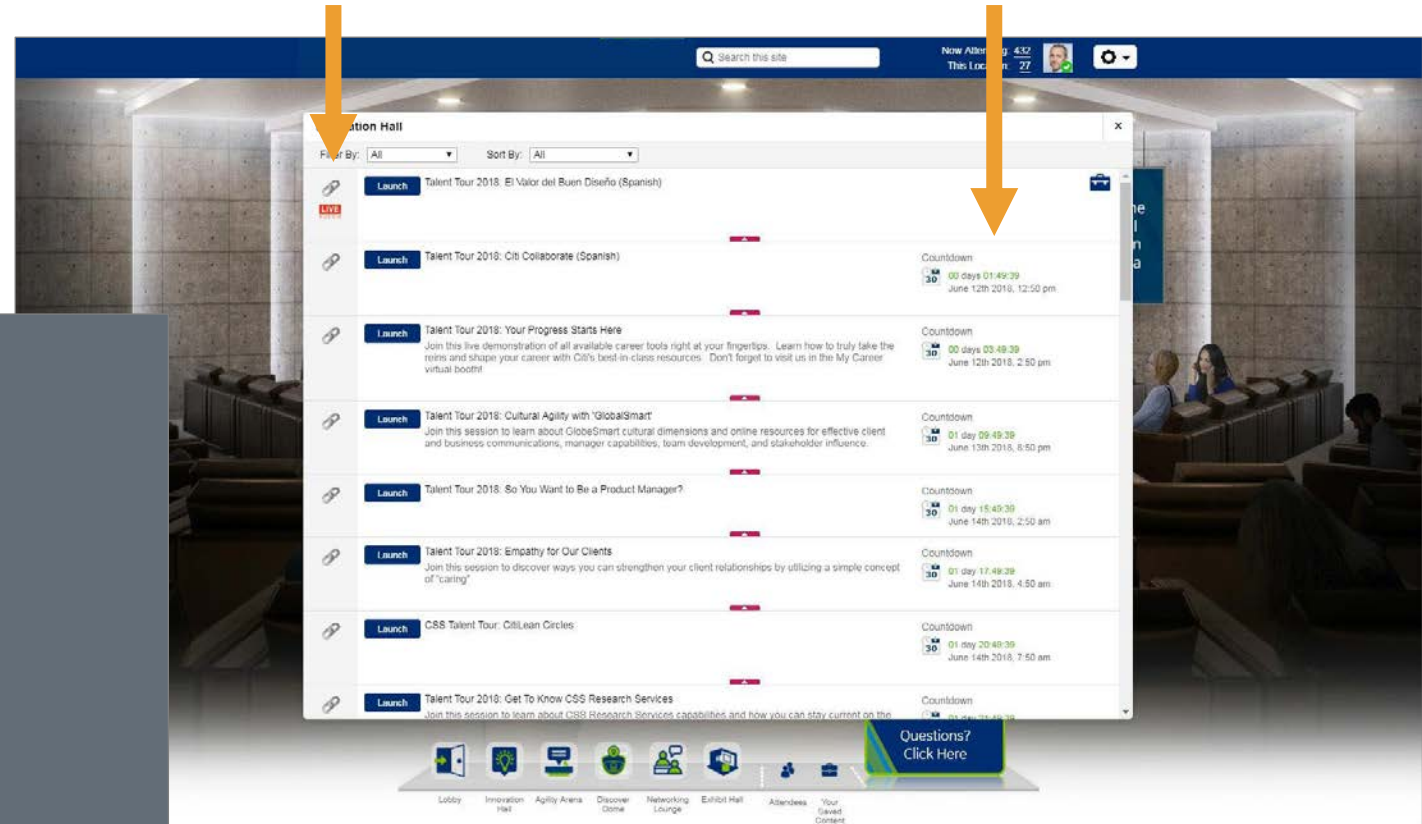
Educate Via Webinars

Deliver engaging live, simulive, or on-demand webinars with Q&A via chat



Links to an agenda/schedule or other resources

Countdown timer to keep attendees on schedule

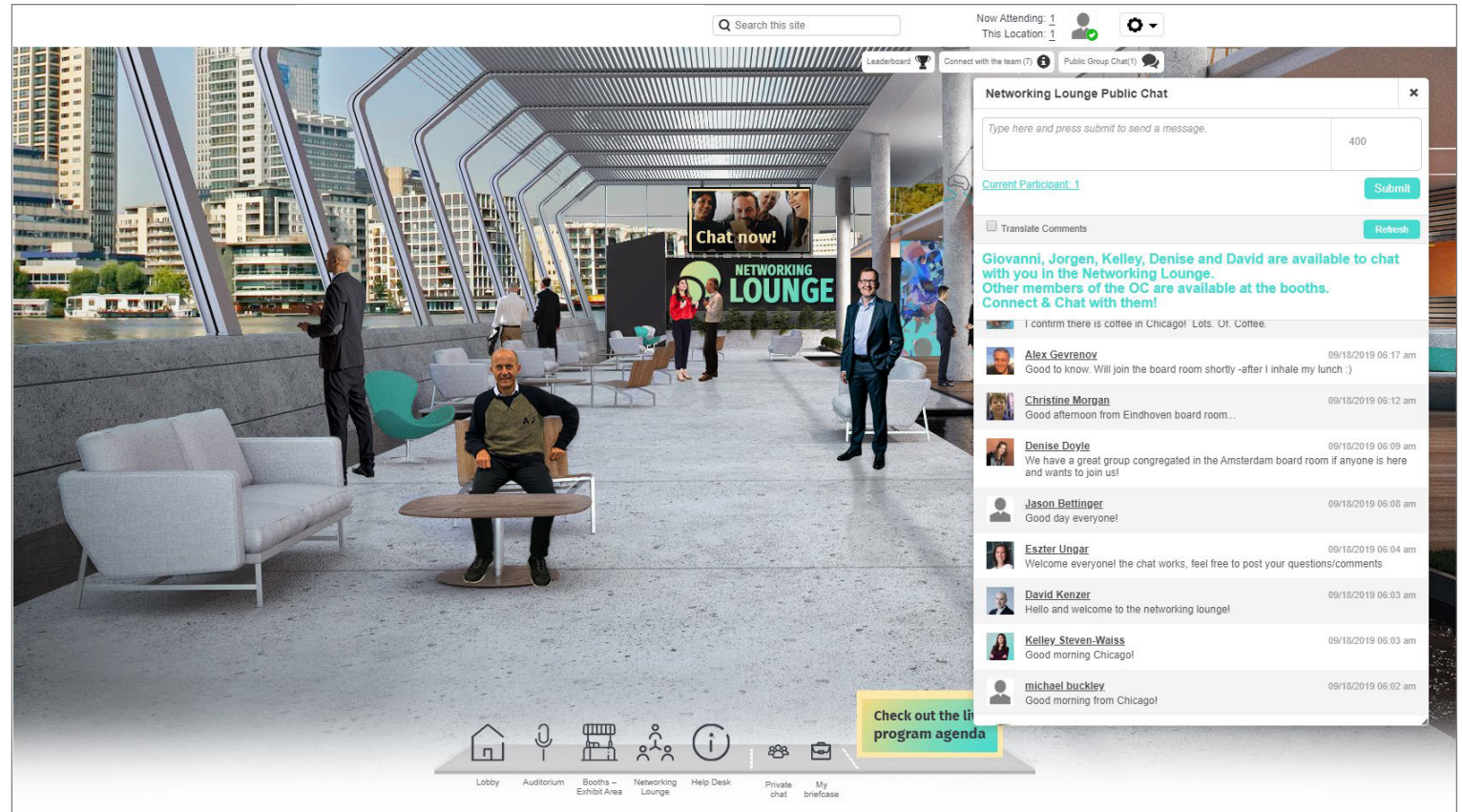


Networking Lounge

The Networking Lounge offers audience networking features including scheduled discussions, group chat by topics, and discussion forums.

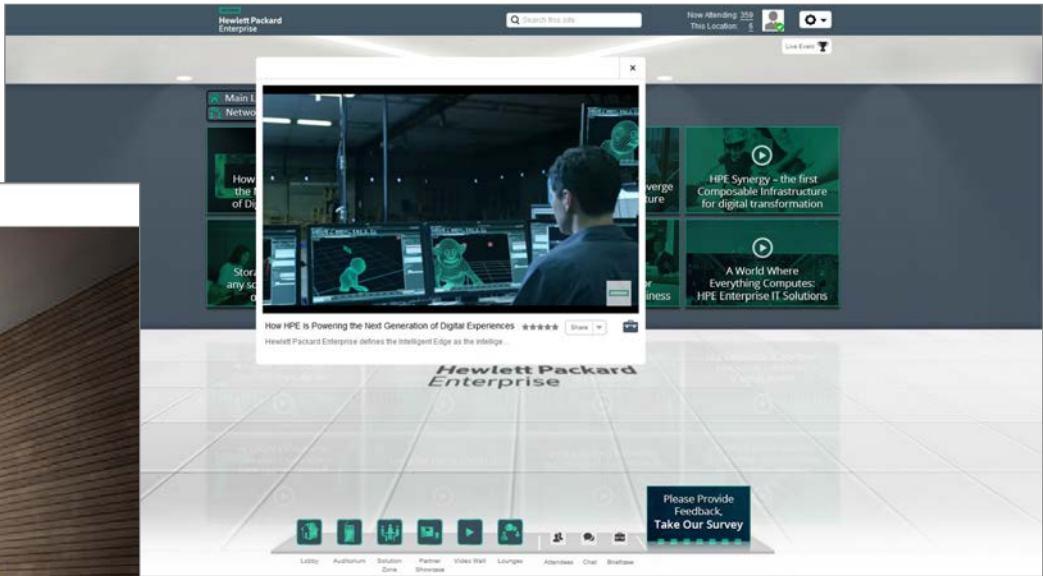
Organizers can allow attendees the ability to connect with each other and share virtual business cards.

- Private & small group chat
- Public chat for open dialogue
- Moderated chat for guided discussion
- Language translation



Resource Center

Central repository for conference-wide content (videos, documents, links to web pages, etc.)



Webcast Options



Webcast Options: How

Live

- The speaker(s) log in to a host admin panel via their computer at the specified day/time of their presentation to deliver the presentation(s) live. These presentations can be recorded for later on-demand viewing.
- Pros:
 - Less expensive vs. simulive
 - Video is easier to execute
- Cons:
 - Might be difficult to execute with multiple speakers in different locations (panel)
 - The speakers may be on different time zones, which adds a layer of difficulty to coordinating

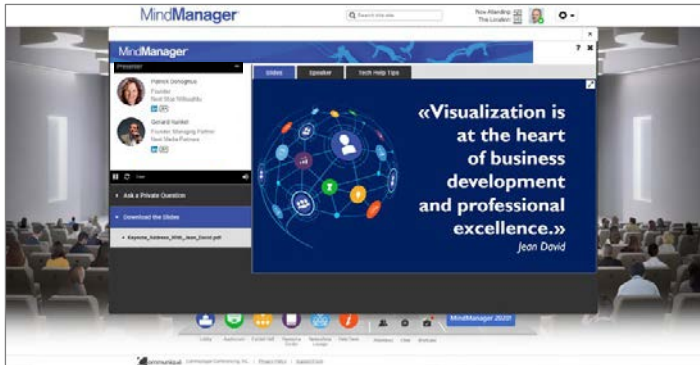
Simulive

- Simulive webcasts appear “live” to the audience but are recorded in advance. When the pre-recorded presentations go live, the attendees can still type in questions through a Q&A panel. At the end, the webinar “rolls-to-live” so the presenters can respond to questions via text or live audio.
- Pros:
 - Helps when speakers are in different time zones
 - Reduces stress during the live day
 - Can be re-done or edited
- Cons:
 - Higher cost
 - Video is not possible

On-Demand

- Place links to pre-recorded presentations inside the virtual environment.
- Pros:
 - Low cost
 - Helps when speakers are in different time zones
 - Reduces stress during the live day
 - Can be re-done
- Cons:
 - No attendee engagement with speakers (Q&A)

Webcast Options: What



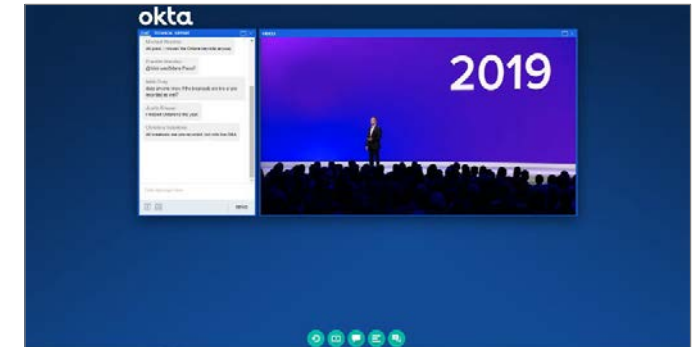
Audio w/Slides

- Pictures of the presenter(s) with slides



Webcam

- Single webcam or multiple webcams
- Webcam only or with slides



High-End Video Streaming

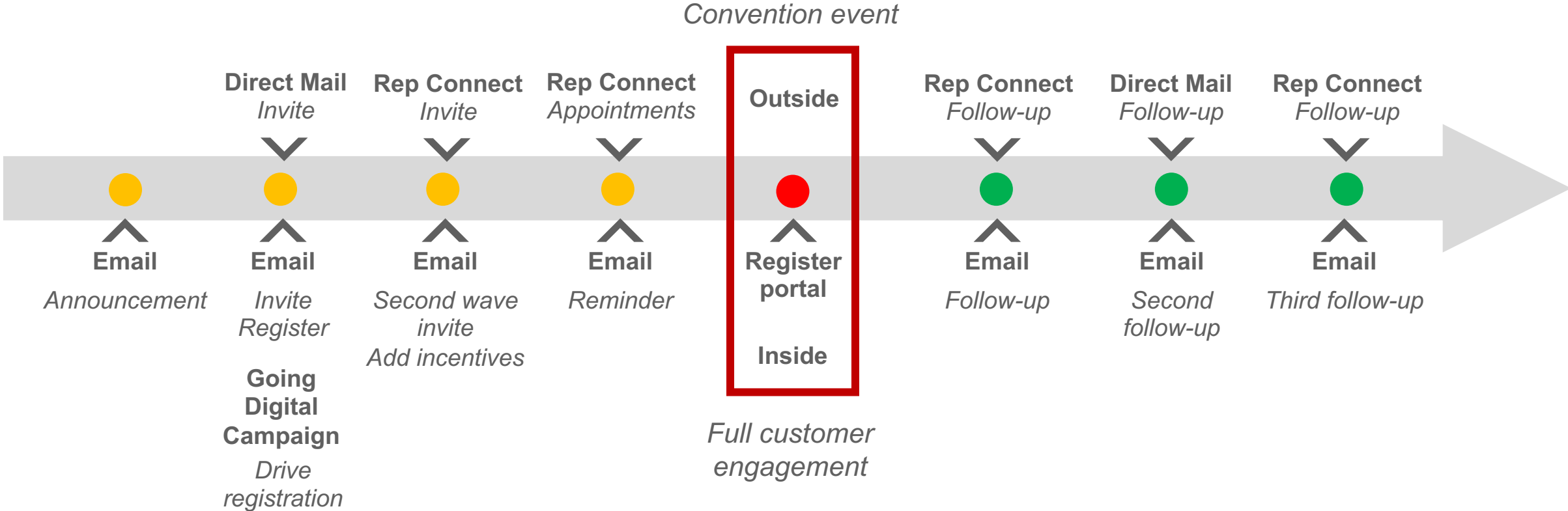
- With or without slides
- Single camera or multiple cameras

Recruitment, Follow-up & Analytics



Event Timeline Full Engagement Continuum

Pre-event recruitment, event activities/programs, and post-event follow-up communication



Announcement & Recruitment

- Announcements to drive customer interest and link to the congress
 - Email series
 - Direct mail invitation
 - PPC and online banner advertising
- Sales rep outreach
 - Email and text messages
 - Phone/teleconference

Post-Event Follow-Up Communication

- Post-visit email series
 - Follow up based on content explored
 - Direct mail
- When appropriate: Sales rep follow-up call armed with related promotional materials; deliver any requested information

Detailed Analytics & Reporting

Attendee Reporting

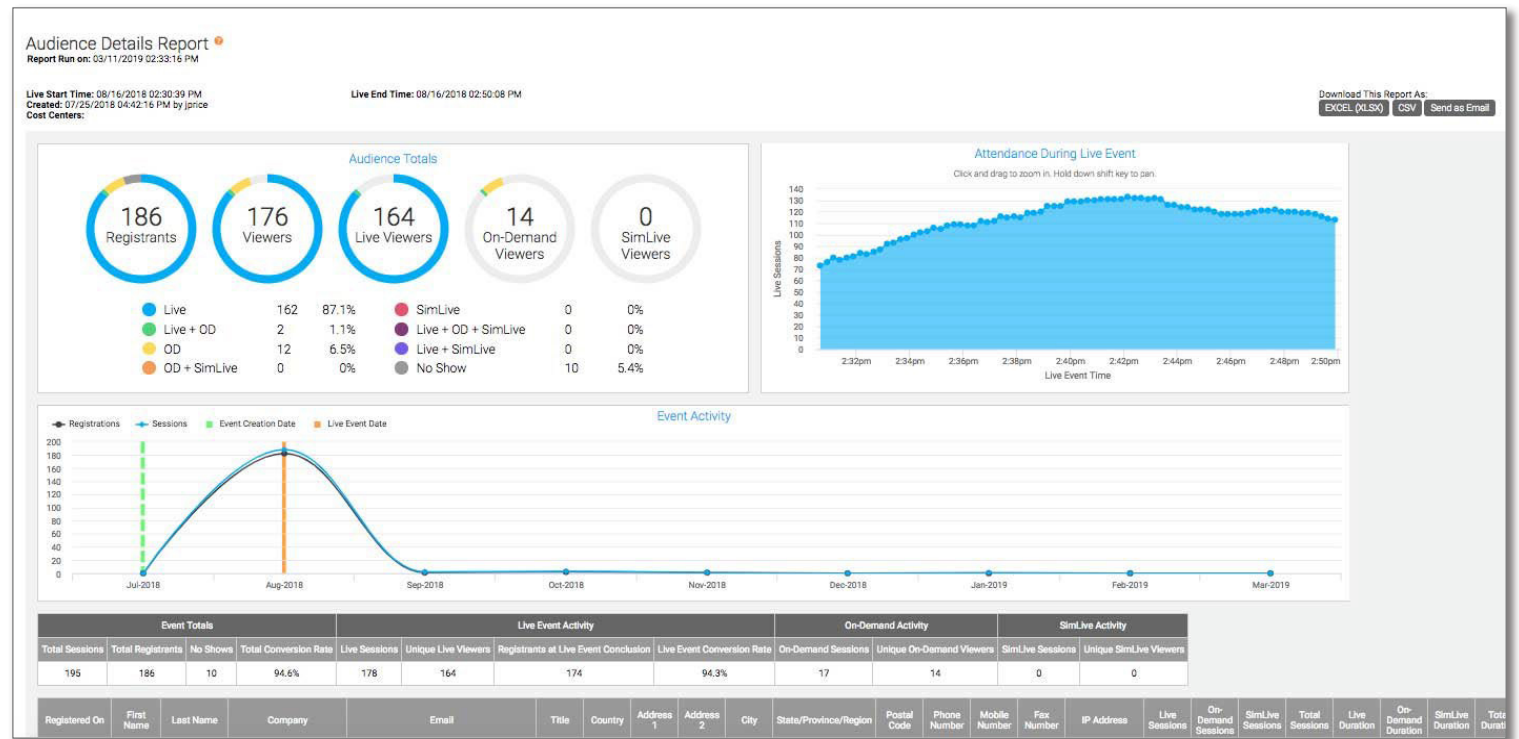
- Who are they?
- Where did they come from?
- Where are they located?
- Did they attend after registering?

Activity Metrics

- How long did they stay?
- Which locations & booths did they visit? For how long?
- What did they view?
- What did they take?
- Whom did they chat with or talk to?

Interest Metrics

- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, videos, or other content?



Scalable Options

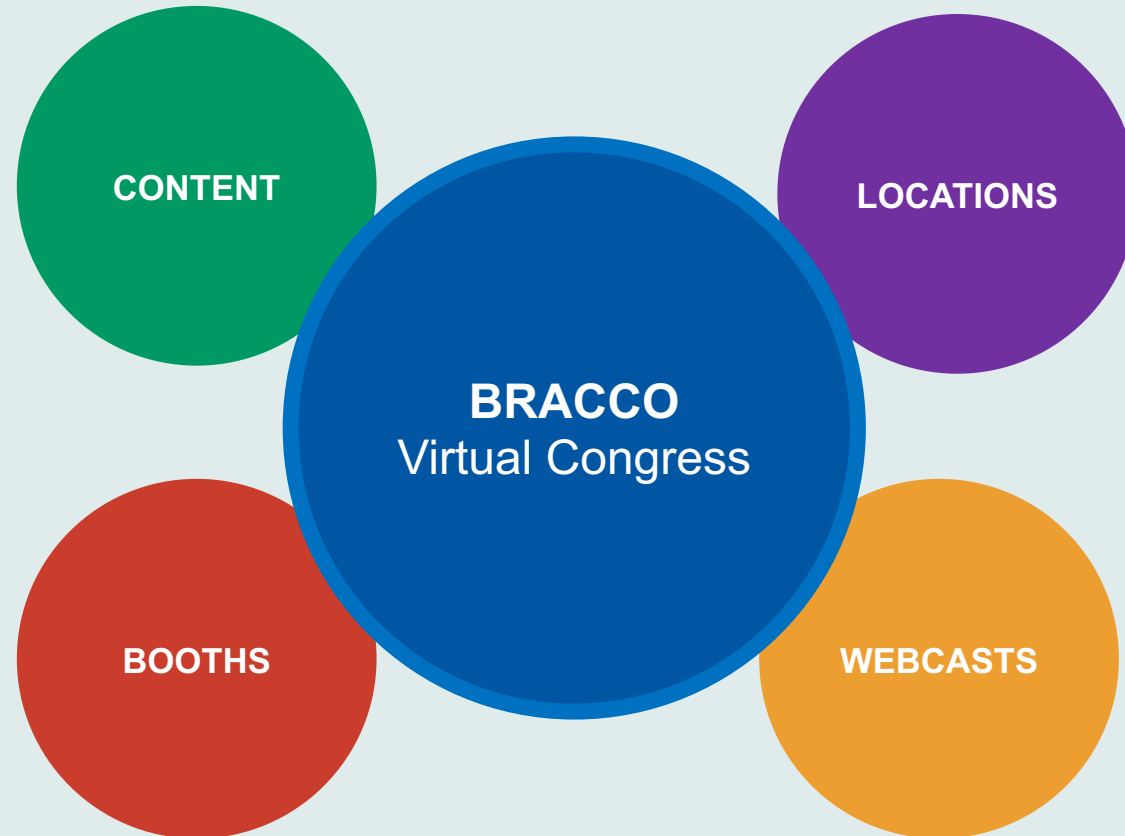


REALITY_x
communication

RRxVC Basic Process and Opportunity

10 Step Process

- 1) Select a platform that meets need
- 2) Consider upcoming events
- 3) Collect all existing assets
- 4) Consider new content need
- 5) Plan and design virtual space
- 6) Work with Bracco for implementation
- 7) Train staff on how to work with web platform
- 8) Create and implement media outreach
- 9) Collect data
- 10) Post-meeting communication



Virtual Event – Option 1

- Cloud-based virtual trade show platform creates highly customizable 3-D environment
- Scalable to 50,000+ attendees and is coded in latest HTML5 based technology (not Flash)
 - No software download required
 - Works on PC and MAC
 - Supports all web browsers and mobile devices
- On-screen hot spots allow visitors to seamlessly access main expo lobby, entire exhibit hall, and exhibitor booth
- Highly interactive format allows for networking, attendee/exhibitor interaction, and live or on-demand presentations
- Hybrid event option allows for keeping physical event and hosting virtual version for non-attendees



Virtual Event – Option 2

- Fully customizable live and on-demand video platform works with iOS, Android and Windows devices
- Supports 100,000+ users simultaneously on any device anywhere in the world for global reach
- User-friendly interface is easy to navigate and designed to promote social interaction and collaboration among participants
 - Includes group chat, live and on-demand content streaming, and social sharing for maximum audience engagement
- Promotes meaningful dialogue between presenter and audience
- Dashboard access provides real-time metrics for instantaneous ROI tracking and measurement
- Single destination portal offers visitors seamless access for locating and sharing relevant data



Virtual Event – Option 3

- Drives interactivity and collaboration across internal and external business spectrum
- Allows for follow-up with prospects through enhanced customer intimacy
- Generates and qualifies leads with automatic follow-up
- Full-on customization for target-specific audiences
- Captures actionable real-time marketing intelligence
- Easy to use, extremely flexible format designed for maximum cost-effectiveness (ROI)



Q&A Next Steps





Thank You

For more information, please call:

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