

Speaker Training Via the Web: A Virtual Success Story

The Situation



A BioPharma client had made live training their speaker's bureau mandatory. However, in-person training had proven difficult due to inclement weather preventing over 100 speakers from attending. They came to Vision2Voice to provide a virtual solution with specific needs that included:

- Attentive service for an elite group of local, regional, and national advocates
- A one-stop-shop to handle all invitations, reminders, and phone requests
- Delivery of a custom registration site
- A cutting-edge technical platform requiring no downloading, plug-ins, or technical challenges
- Coordination and oversight of all program details
- Strict management of participants during program timeframes

The Solution



After reviewing the list of client requirements, the team decided to take our existing tools and deliver them in a way that would be perfectly suited for the needs of this particular client.

First, we knew that flawless execution was an expectation, so V2V proposed a series of web events hosted out of one central command center. This allowed for unified testing on all platforms, including iOS, Windows, and Android.

Second, we needed hours of preparation to train the trainers. The faculty learned our technology platform in advance as did the client. There is no substitution for preparedness in an age when unanticipated "issues" can happen.

Third, we agreed on the value of engagement. If speakers didn't respond during polling, they wouldn't get certified, and would have to attend another program. Attendees interacting and demonstrating that they were learning and were committed to the new information was an important objective.

The Results




Due to our commitment to a central command center approach and our client's willingness to fully prepare the speakers, the results of these training programs were measurably excellent. There were zero calls into our tech support line. If individuals were dropped off due to their local Internet service provider issues, they were reconnected without delay. What really made this training outstanding was the following:

- Our client had 99% speaker participation
- Speakers were trained on time (it was the first time the client had such a high percentage of the speaker's bureau trained prior to the deadline)
- Their savings were significant when compared to the cost of training the same number of individuals in-person

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