

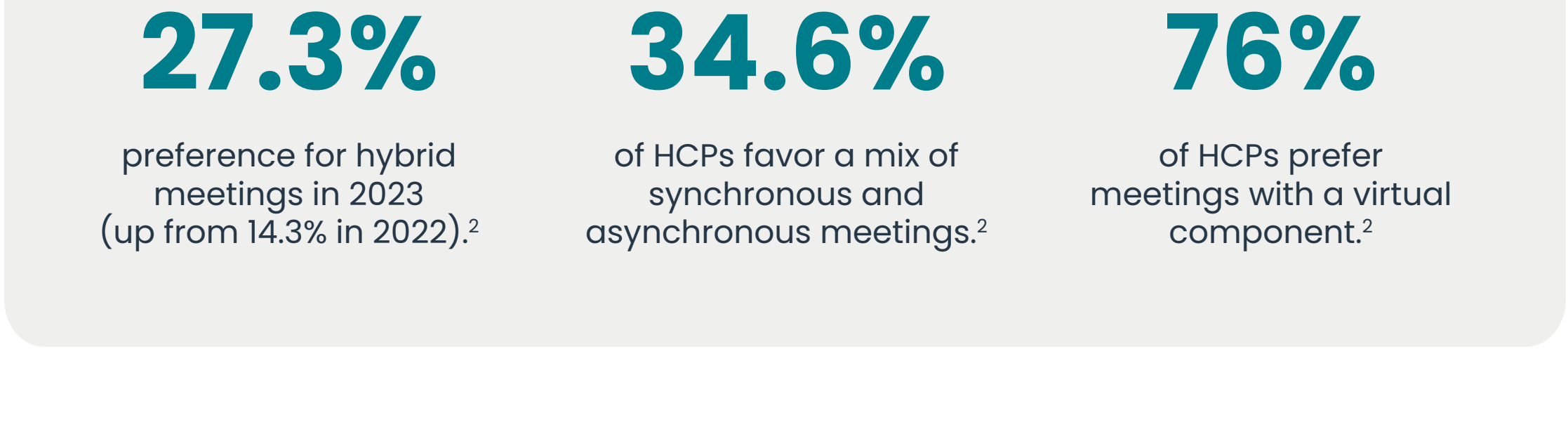
power smart HCP engagement with hybrid speaker programs

Rising demand for hybrid speaker programs has changed how pharma companies engage with health care providers (HCPs). Designing events that blend in-person and virtual participation can reduce costs by 5-10% while delivering high-impact engagement, compliance-ready tracking, and measurable return on investment.¹



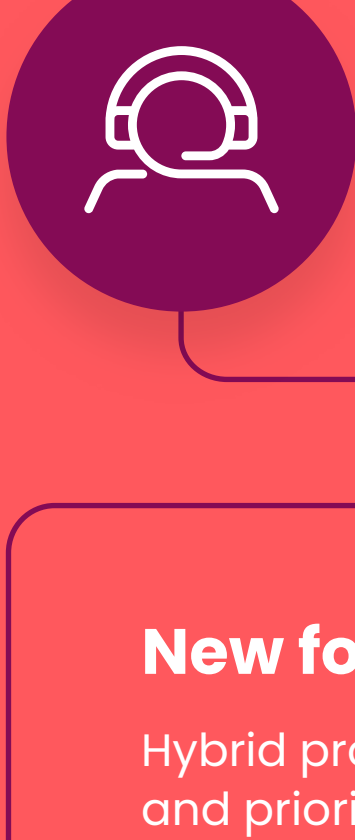
the HCP landscape

HCPs value convenience and flexibility, giving hybrid formats a potential edge over purely live or completely virtual events in some cases.



a shifting market

In 2022, almost one-third of pharma companies increased their peer-to-peer education programs, creating more scheduling conflicts and increasing pressure to deliver more captivating content that resonates.³



Regional programs, virtual connections:

Technology has made location less of a factor and allowed nationally recognized experts to connect with widely distributed audiences.¹



New formats, new expectations:

Hybrid programs can cater to diverse learning preferences and prioritize shorter, more focused programming⁴ allowing highly tailored content that meets the specific needs of specific clinicians.

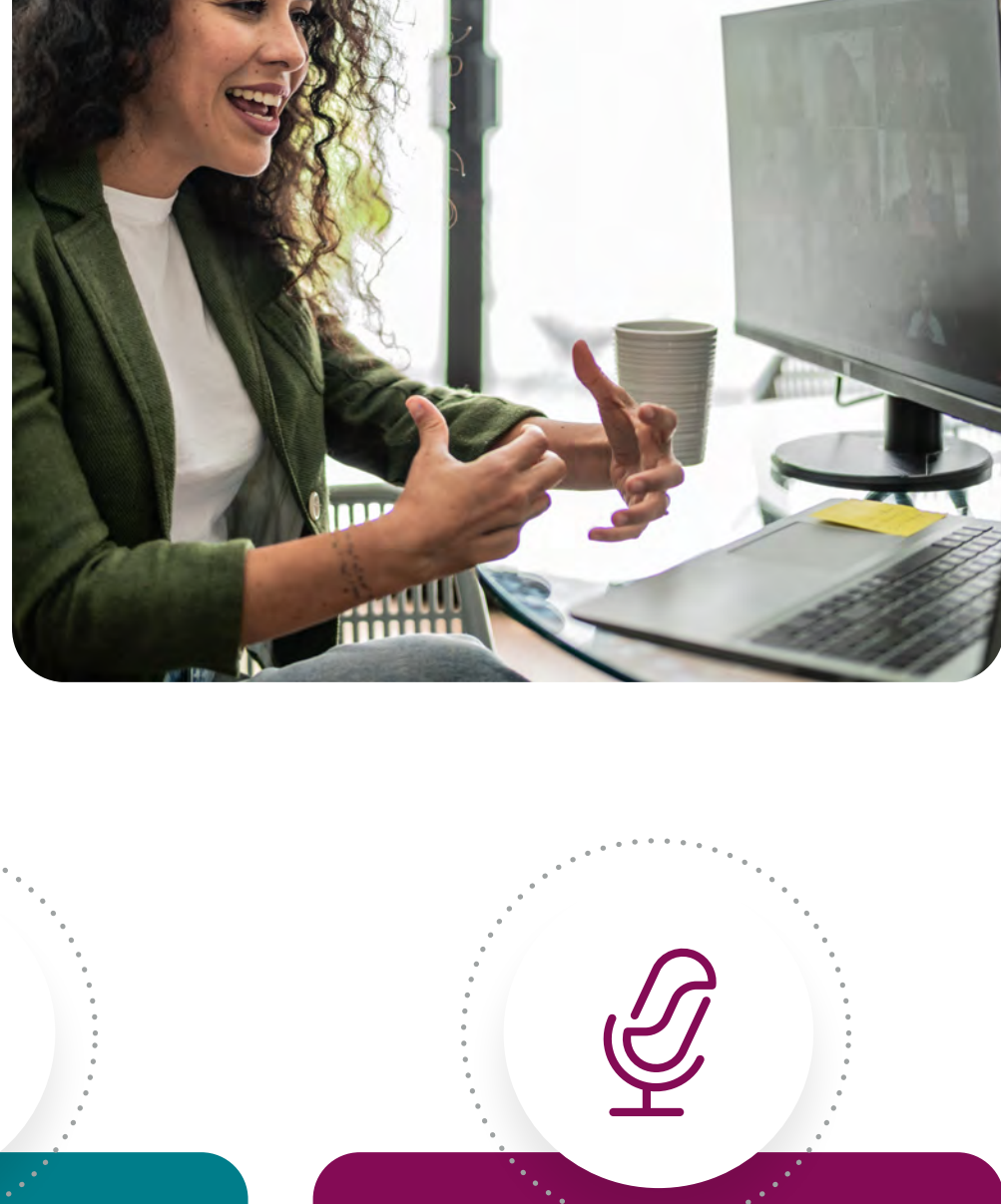


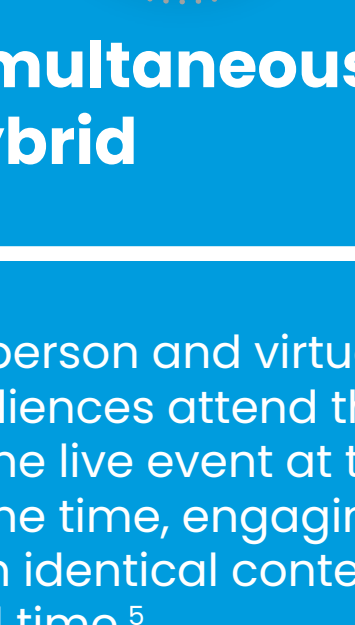
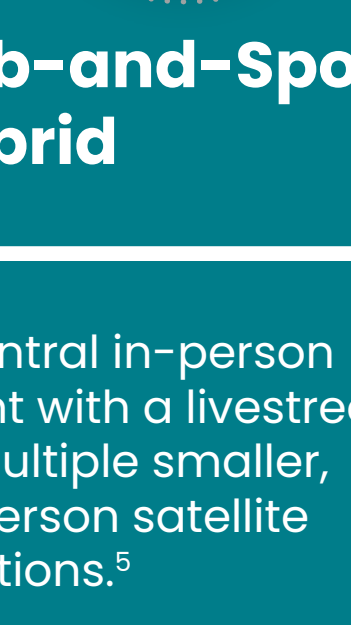
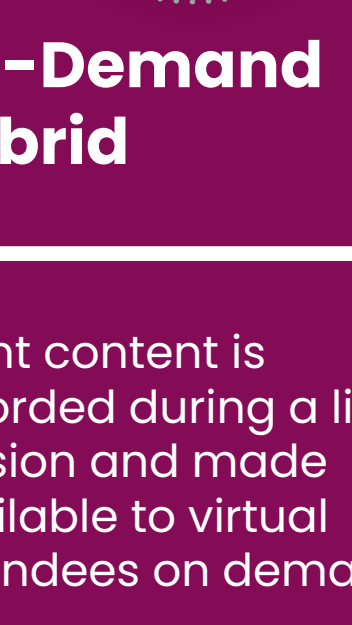
Better ROI:

Digital tools improve speaker nomination, participant targeting, compliance reporting, and insight gathering, saving time and accelerating marketing plans.

one strategy, multiple experiences

Importantly, hybrid speaker programs aren't one-size-fits-all. The format is flexible and can accommodate HCP preferences while maximizing impact, compliance, and ROI while offering distinct advantages for engagement, reach and efficiency.



 Simultaneous Hybrid	 Hub-and-Spoke Hybrid	 On-Demand Hybrid
In-person and virtual audiences attend the same live event at the same time, engaging with identical content in real time. ⁵	A central in-person event with a livestream to multiple smaller, in-person satellite locations. ⁵	Event content is recorded during a live session and made available to virtual attendees on demand. ⁵
Strengths - Attendees participate in live chats, real time polling, and Q&A.⁵ - Ideal for product launches, interactive sessions, and other information that benefits from collaboration and real-time excitement.⁵	Strengths - Effective for audiences spread across a wide geographic area.⁵ - Preserves local, in-person engagement.⁵ - Reduced travel time and expenses for speakers.⁵ - Simple to scale for regional audiences.⁵	Strengths - Maximum scheduling flexibility for HCPs.⁵ - Extended content reach.⁵ - Strong educational and compliance value.⁵

the hybrid advantage

The advantages of a well-designed hybrid speaker program go beyond logistics, turning every meeting into a strategic opportunity to engage HCPs effectively and efficiently.

- Reach & Accessibility:**

Removes geographic constraints, allowing KOLs and participants to attend without travel.² In one analysis, attendance rates increased between 60% and 260% when in-person conferences switched to virtual formats.²
- Cost Efficiency:**

Virtual/hybrid programs are more cost effective than in-person events with data showing potential cost savings of 44% in one study.⁵
- Speaker & Participant Optimization:**

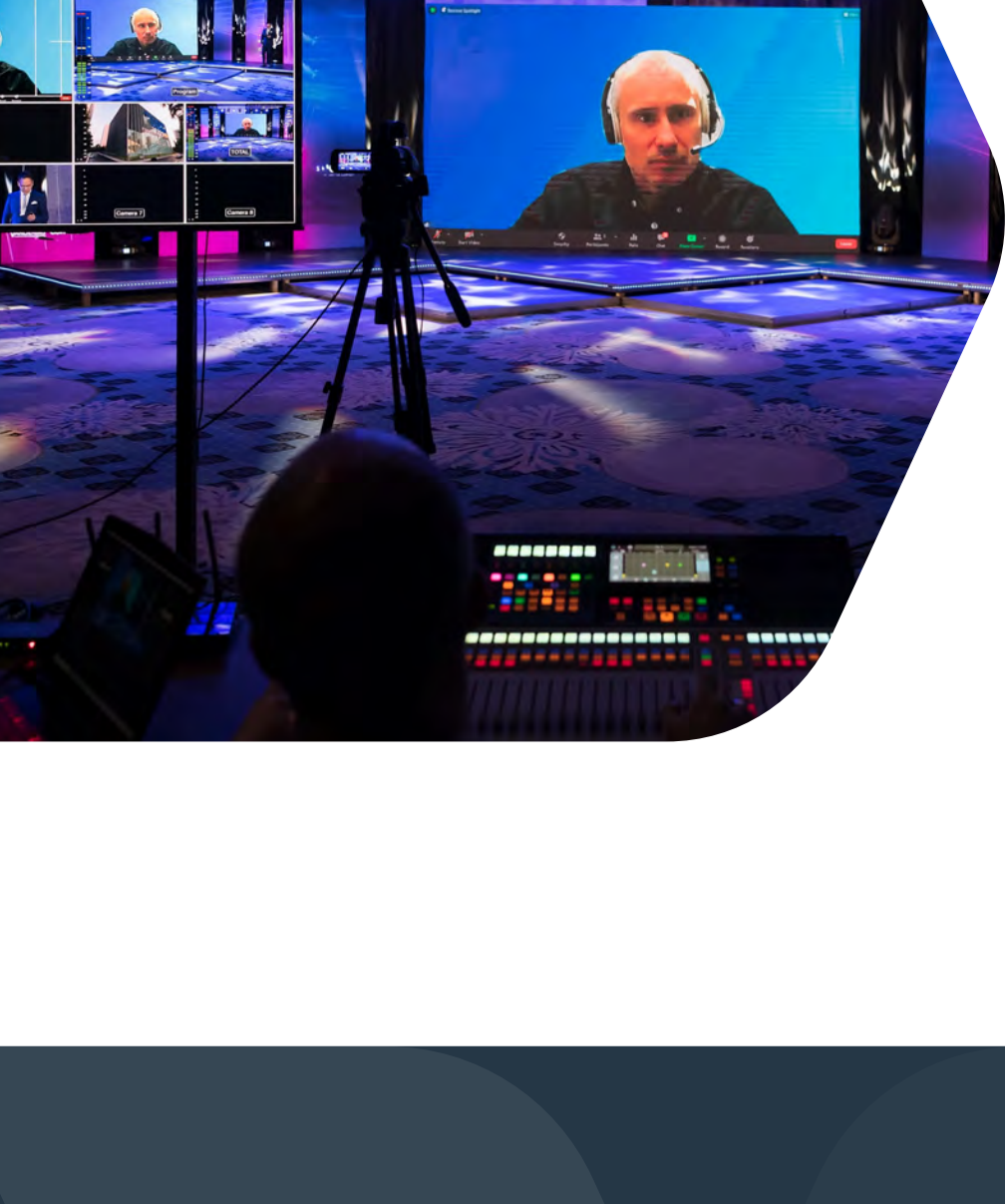
Maximize top experts before utilization caps are reached.¹ Including KOLs from different geographic locations, draws a greater diversity of learners, and improves collaboration among HCPs from different regions.⁷
- Compliance & Quality:**

Integrated audits and digital tracking simplify regulatory oversight.¹
- Reliability:**

Flight delays, cancellations and other travel disruptions affected 78% of business travelers in 2024⁹ while major enterprise meeting platforms have system availability more than 99% of the time, making them more reliable than business travel.¹⁰

keep HCPs connected, engaged, and feeling valued

Hybrid events are not “set it and forget it.” Even well-designed programs can fall flat without thoughtful strategy, attention to detail, and a seamless experience.



- Seamless tech integration for live and virtual audiences with redundant connectivity
- High-quality content that resonates regardless of format
- Strong moderation for engagement across platforms
- Consistent compliance checks and reporting

As HCP expectations evolve, programs that combine digital elements with live interaction will stand out in a crowded landscape, enabling pharma companies to extend their reach, use speaker time more effectively and adapt to a changing market.

The Woven team has an impeccable record of designing and executing world renowned speaker programs by combining great scientific content, with reliable tools, and a seasoned team.

For more information, please visit www.wovenhc.com or email insights@wovenhc.com.

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