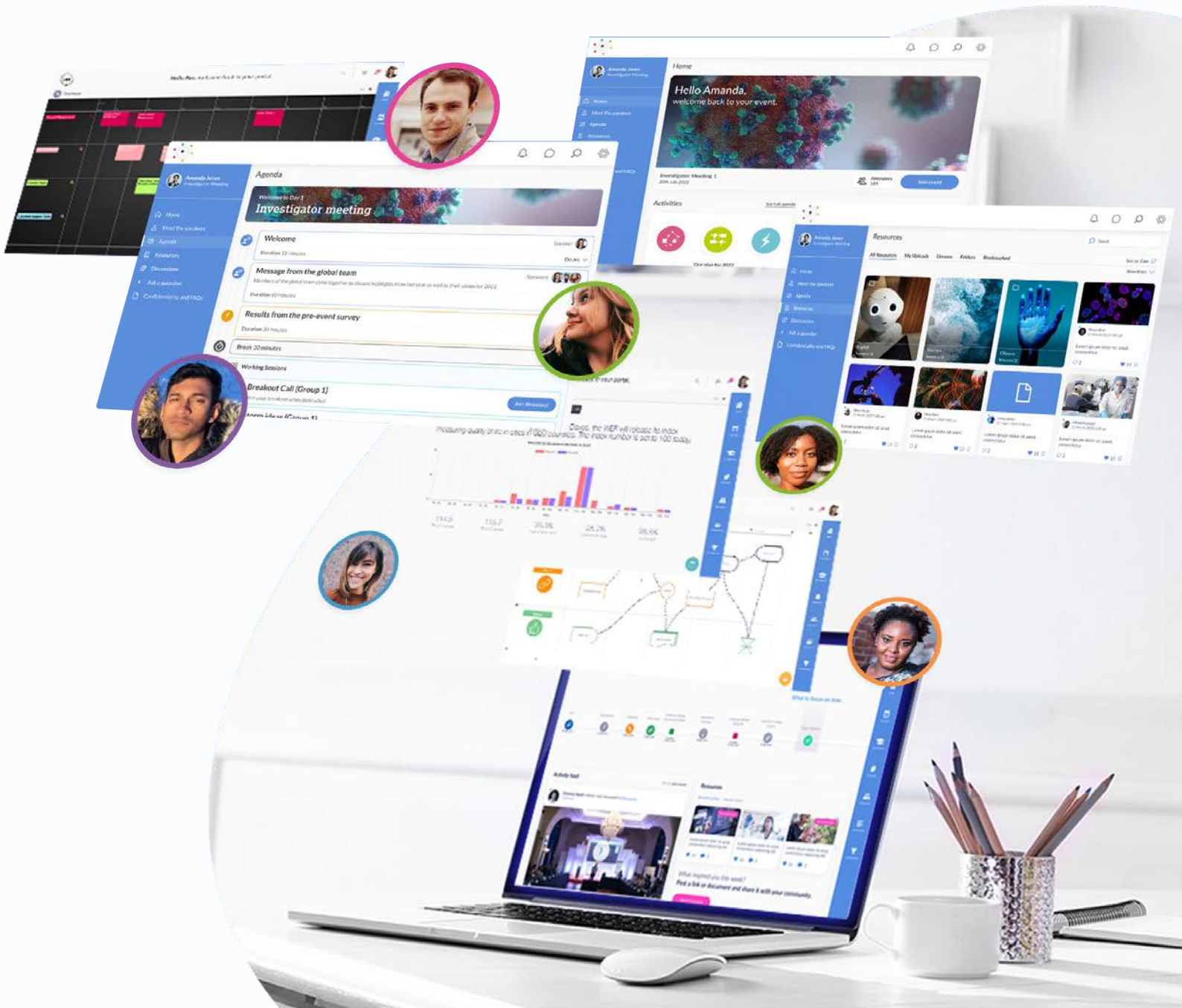


SmartLab

Meeting Offerings



Foreword

SmartLab is trusted by the world's leading healthcare organizations to provide outstanding Events, Learning and Engagement Programmes.

SmartLab's unique blend of interactive tools, combined with Ludic's design and delivery services create memorable and award-winning engagements for our clients and partners. These range from large multi-day Symposium events to interactive Advisory Board workshops.

Our tools are enterprise grade, ideal for use within a highly regulated environment and our production team provides a range of value adding creative and delivery services to ensure a seamless experience. This pack provides an overview of our Healthcare offerings.

**For more information or to request a demo,
please contact info@ludicgroup.com**



Contents

Workshops & Interactive Meetings

- AdBoards
- Brand Led Speaker Meetings
- Steering Committee
- Self Service Meetings

Organizational Development Meetings

- Internal/ External Training & Development
- Sales & Marketing Effectiveness
- Townhall
- Internal Product Launch

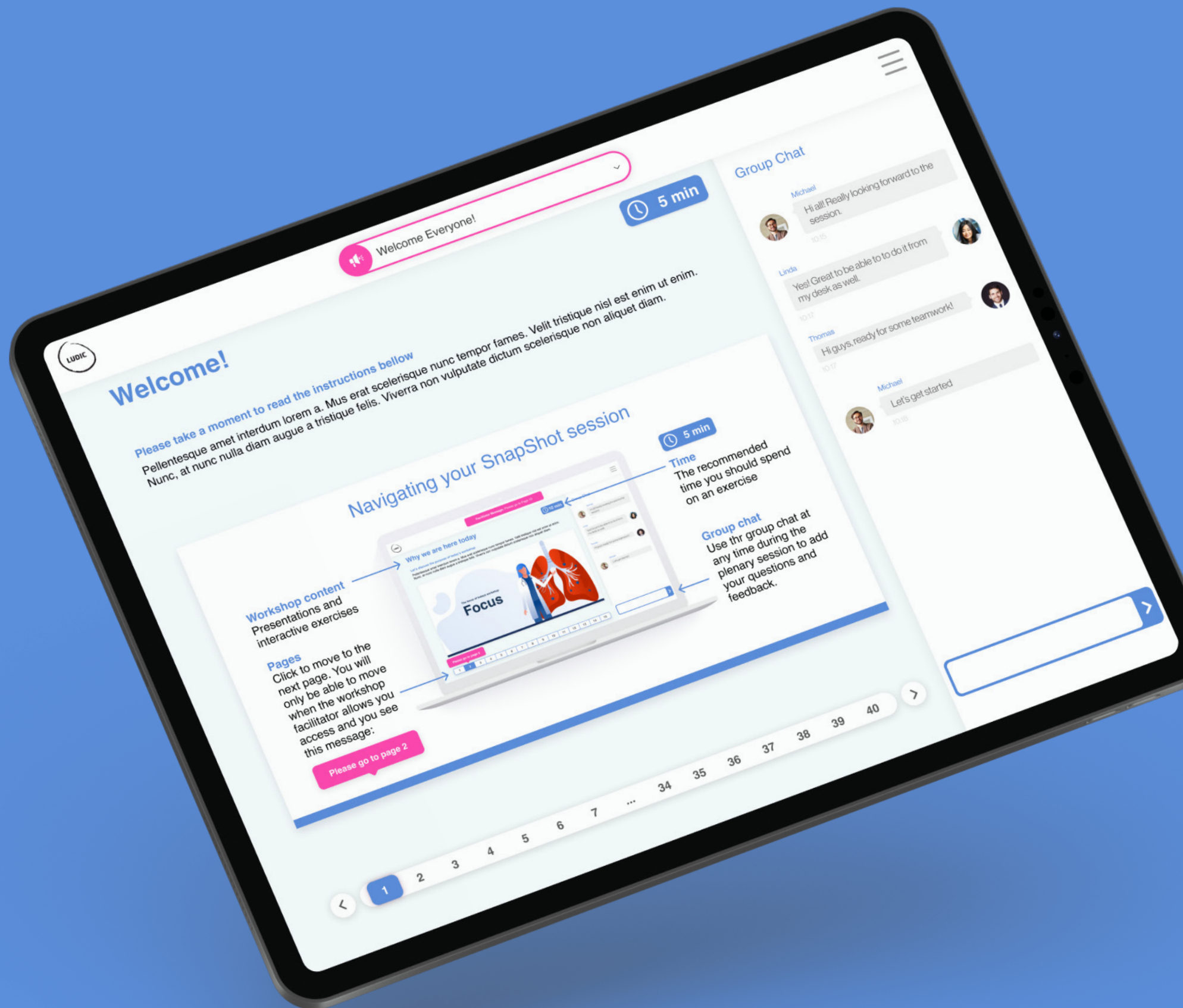
Scientific Meetings

- Clinical Related Meetings
- Investigator Meetings
- Scientific Exchange Forums
- Regulatory Steering Committees
- Promotional Launch
- Symposium

Hybrid Meetings & Events

- Return to F-2-F
- Introducing the SmartLab Mobile App
- Seamless integrating within your ecosystem

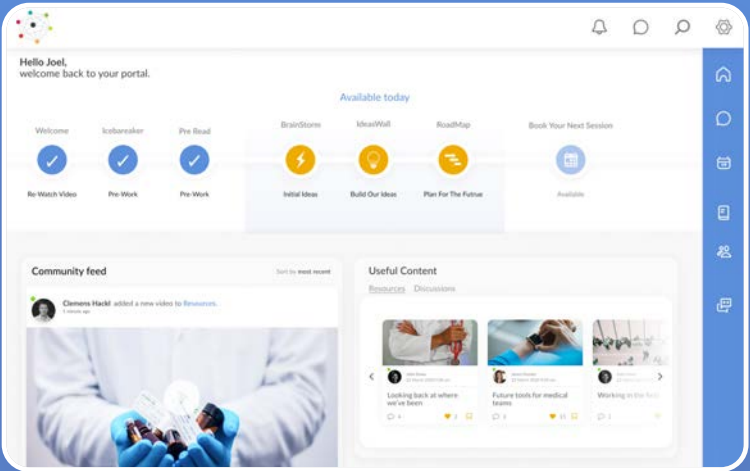
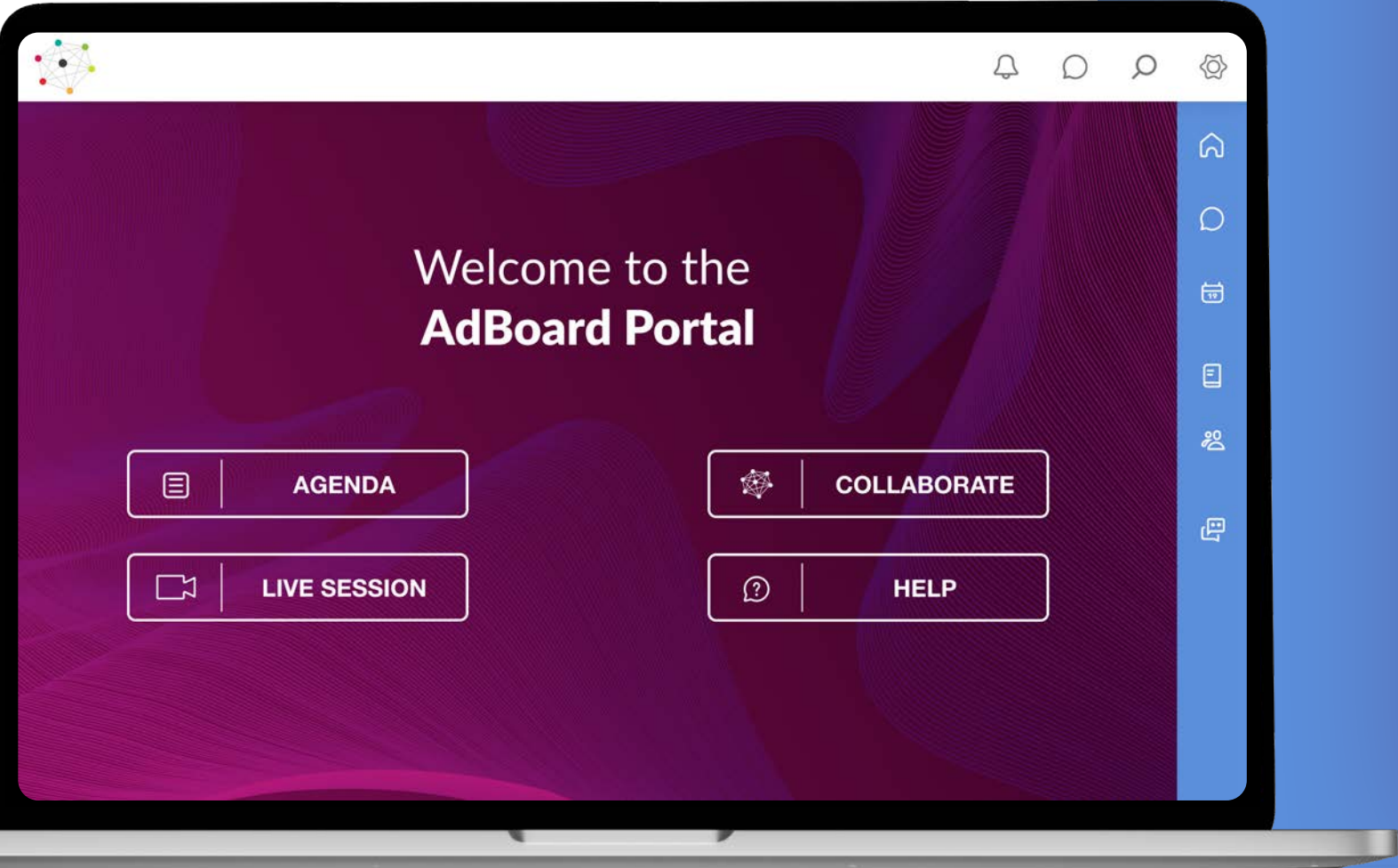
Workshops & Interactive Meetings



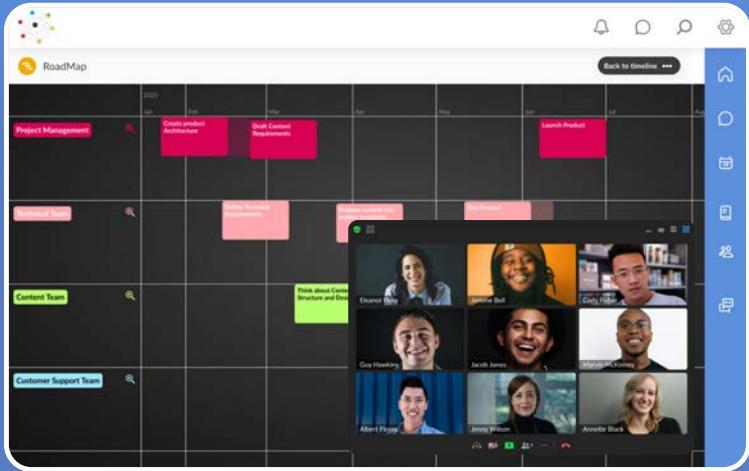
AdBoards

Collaborative Virtual & Hybrid Advisory Board Meetings

Scientific Advisory Meetings that are simple to set up, repeatable and engaging for our participants. They can be run by Ludic, internal teams or MedComms partners to allow for virtual decision making and collaboration with scientific experts.



Example dashboard & timeline



Real time collaboration

Key Features

- ✓ Flexible delivery approach (Ludic / Internal / MedComms)
- ✓ Repeatable model for high volume
- ✓ Brand approved template scenes
- ✓ Virtual collaboration Tools
- ✓ All content on single platform

Optional

- Ludic creative support
- Ludic delivery support

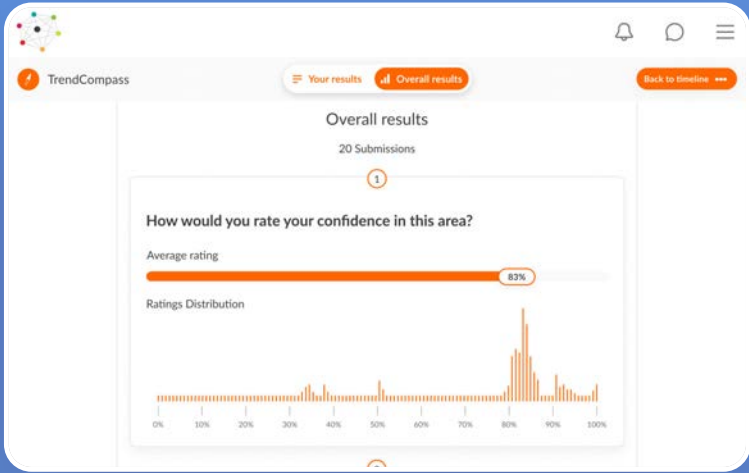
Brand Led Speaker Meetings

Engaging Brand Specific Virtual & Hybrid Speaker Meetings

Brand specific meetings that can be used to educate and engage an internal or external community in a single branded and compliant virtual environment. This creates an ongoing community around a brand that allows for the hosting of all brand content as well as educational materials and collaboration tools.



Manage Multiple Breakout Rooms



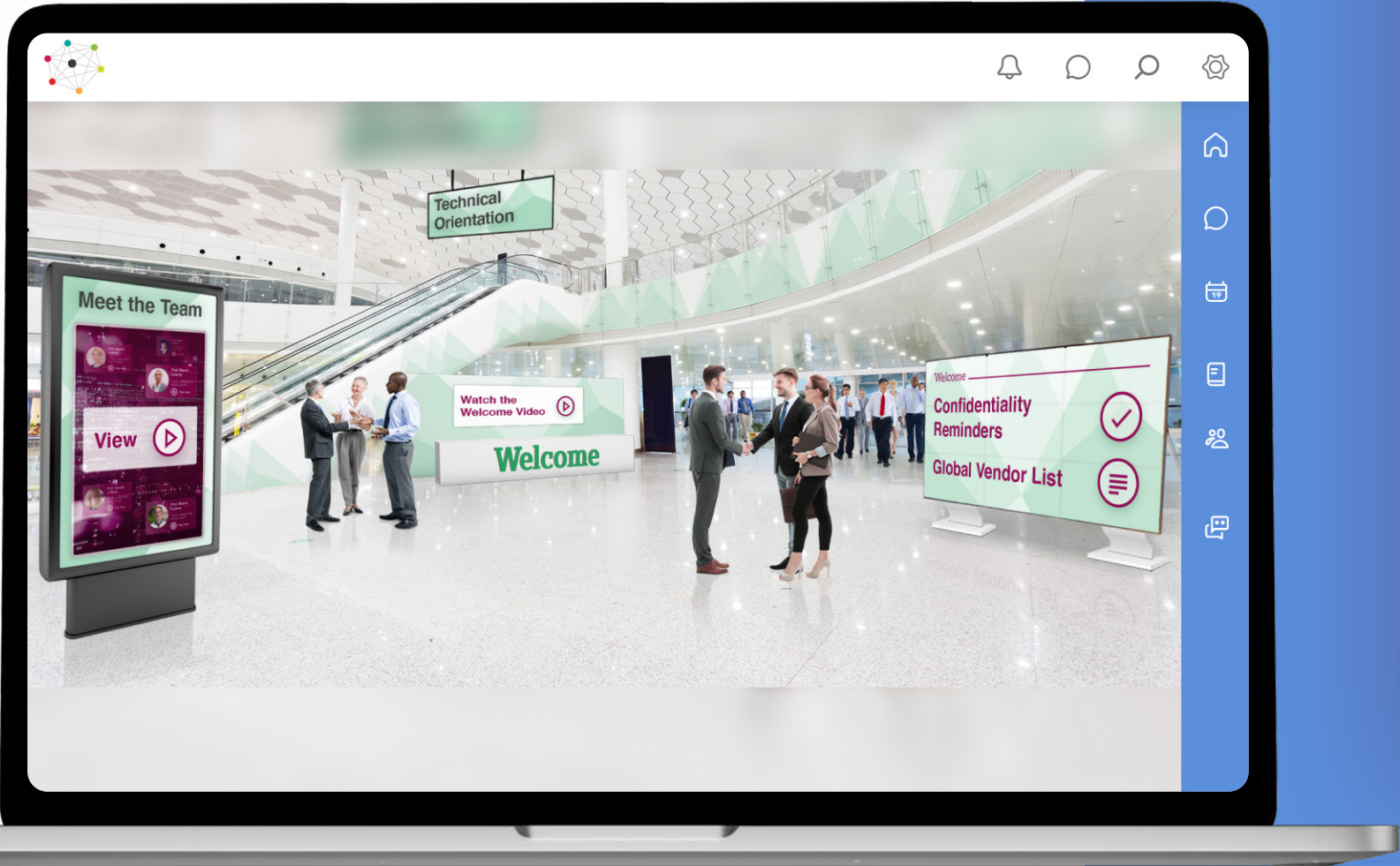
Interactive Meeting Tools

Key Features

- ✓ Single meeting or ongoing series
- ✓ Customizable engaging virtual environment
- ✓ Collaboration tools
- ✓ Hosting of content, media and learning materials
- ✓ Targeted analytics
- ✓ Live meetings

Optional

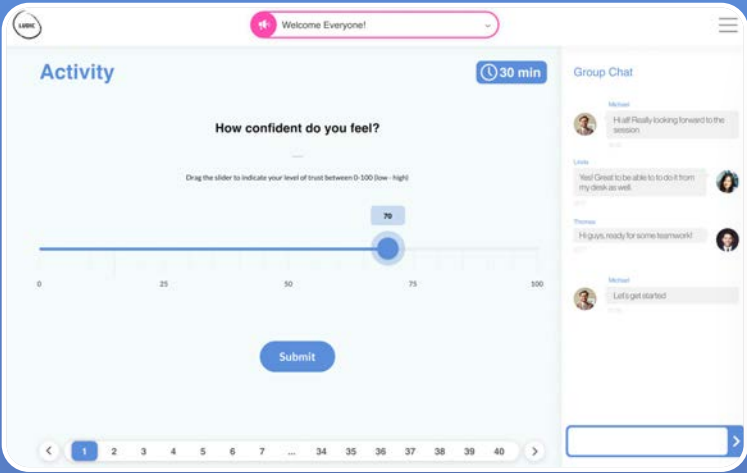
- Ludic creative support
- Ludic delivery support
- Ludic content creation support



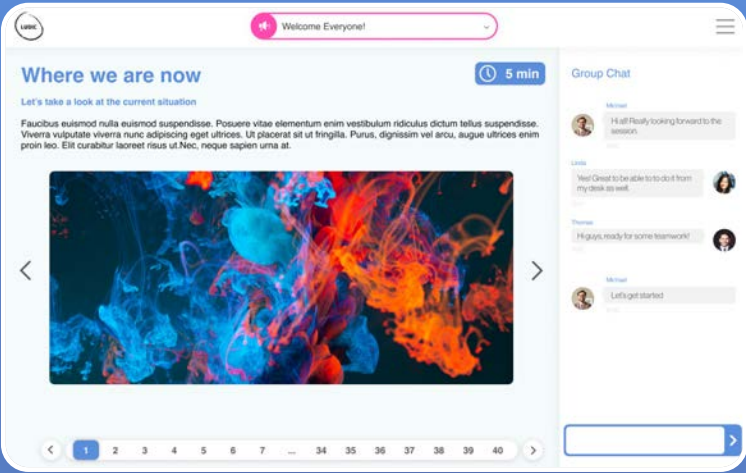
Senior Leadership Meetings

Interactive and experiential virtual collaboration meetings for Leaders

Customized interactive meetings using state of the art decision making support tools woven into an efficient workflow that supports the agenda and allows Leaders to share their insights in an efficient way.



Interactive Activities



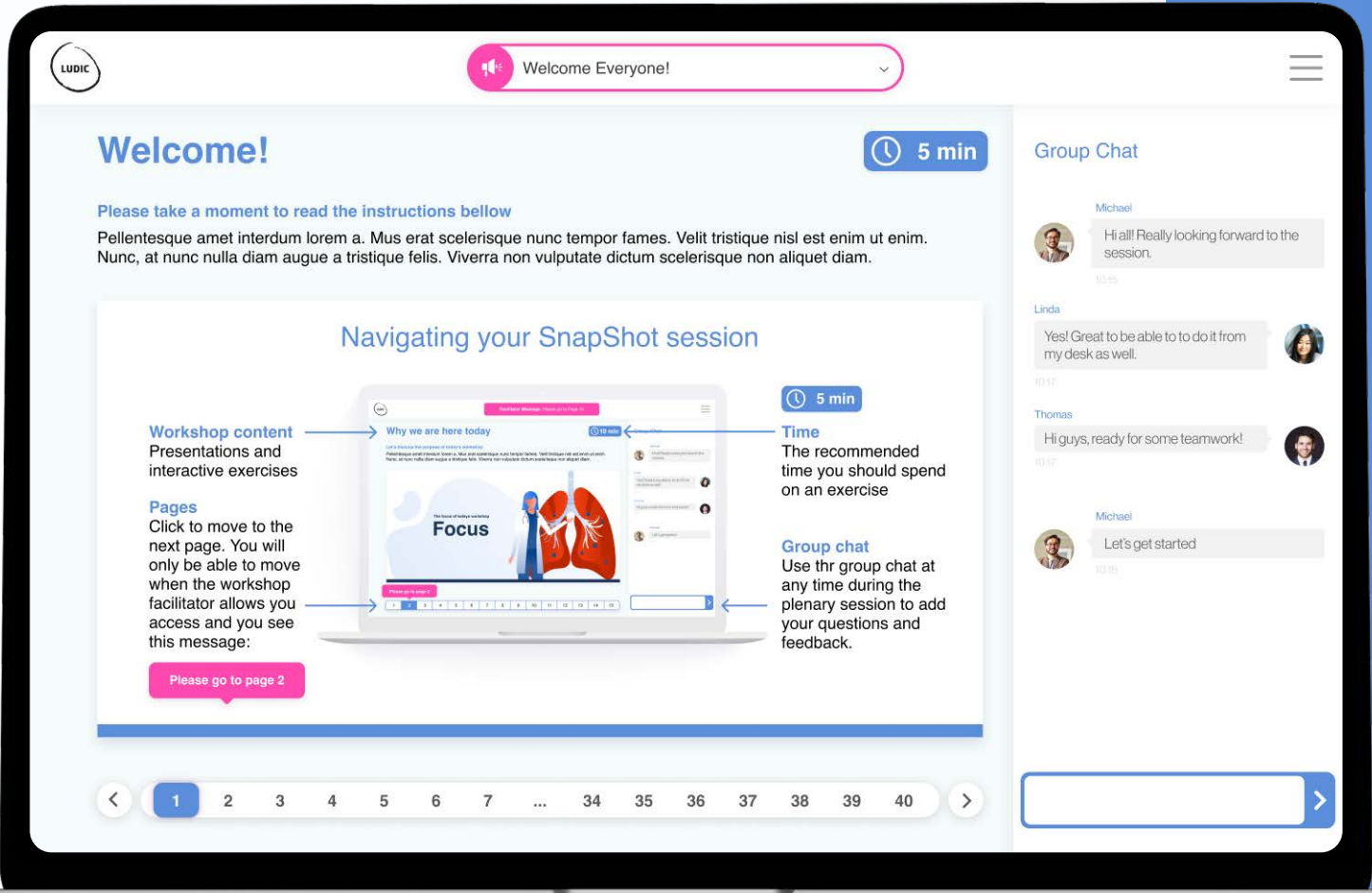
Structured Decision Making

Key Features

- ✓ Customized interactive workflow
- ✓ Suite of virtual collaboration tools
- ✓ Embedded slides and media into workflow
- ✓ Virtual collaboration tools enable a workshop “on rails”
- ✓ Fully customizable

Optional

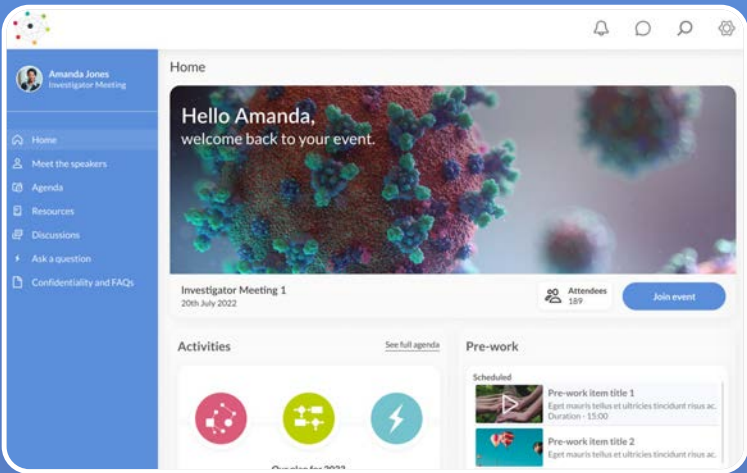
- Ludic creative support
- Ludic content creation support



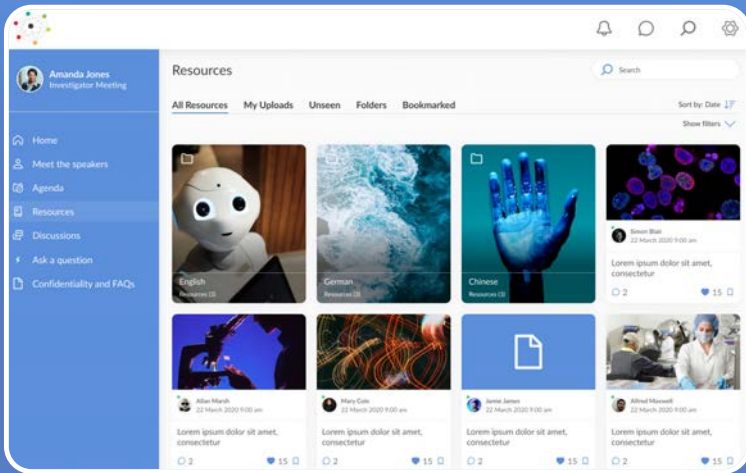
Repeatable Meeting Templates

Build your own interactive meeting using the SmartLab Meeting Template

Bespoke interactive virtual meetings using the new SmartLab interface. This creates a highly scalable and streamlined meeting experience that leverages the best of SmartLab’s interactive features. Create intuitive, affordable and engaging virtual meetings for any purpose.



Repeatable engaging meeting format



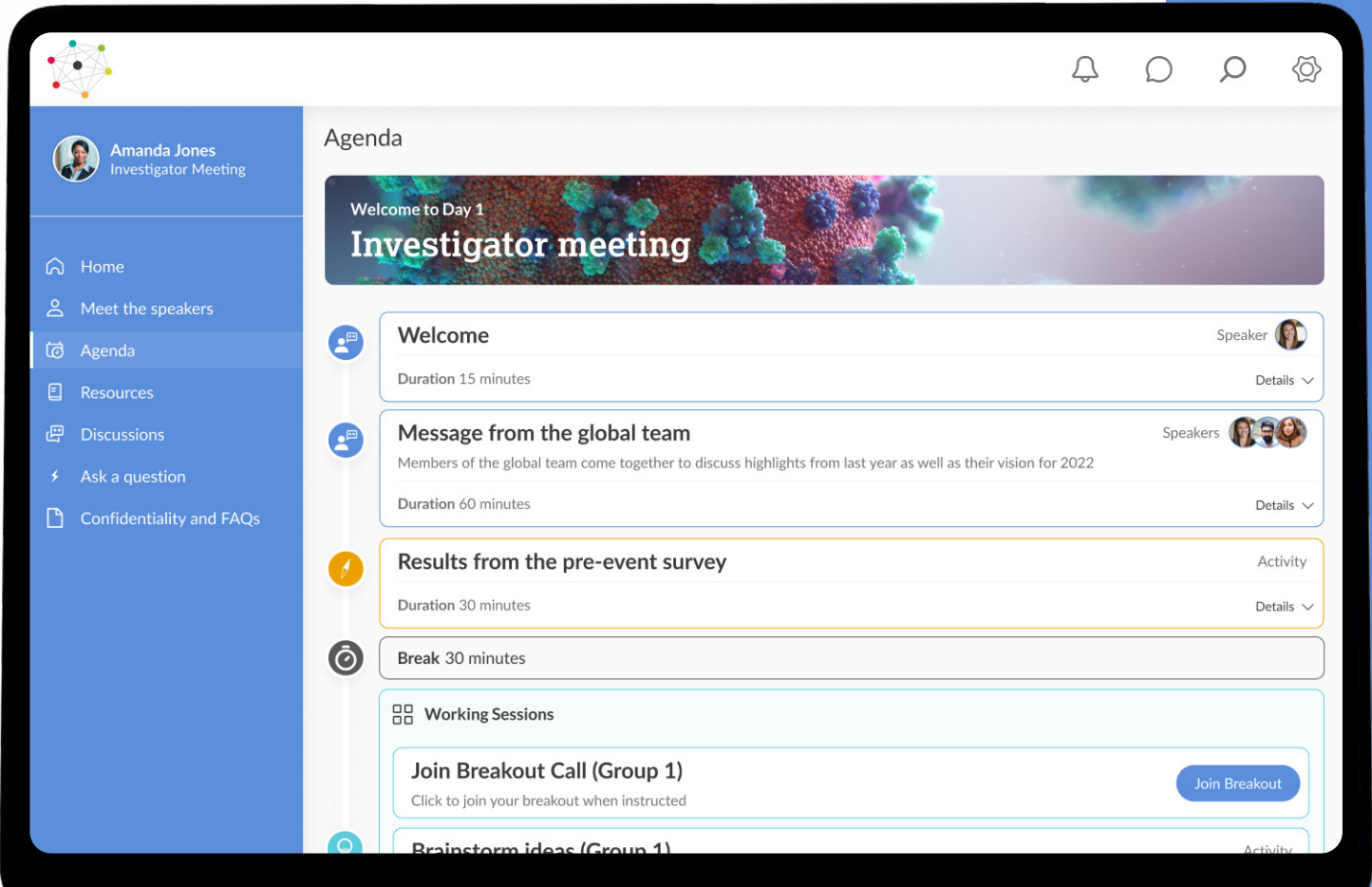
SmartLab interactive tools and resources

Key Features

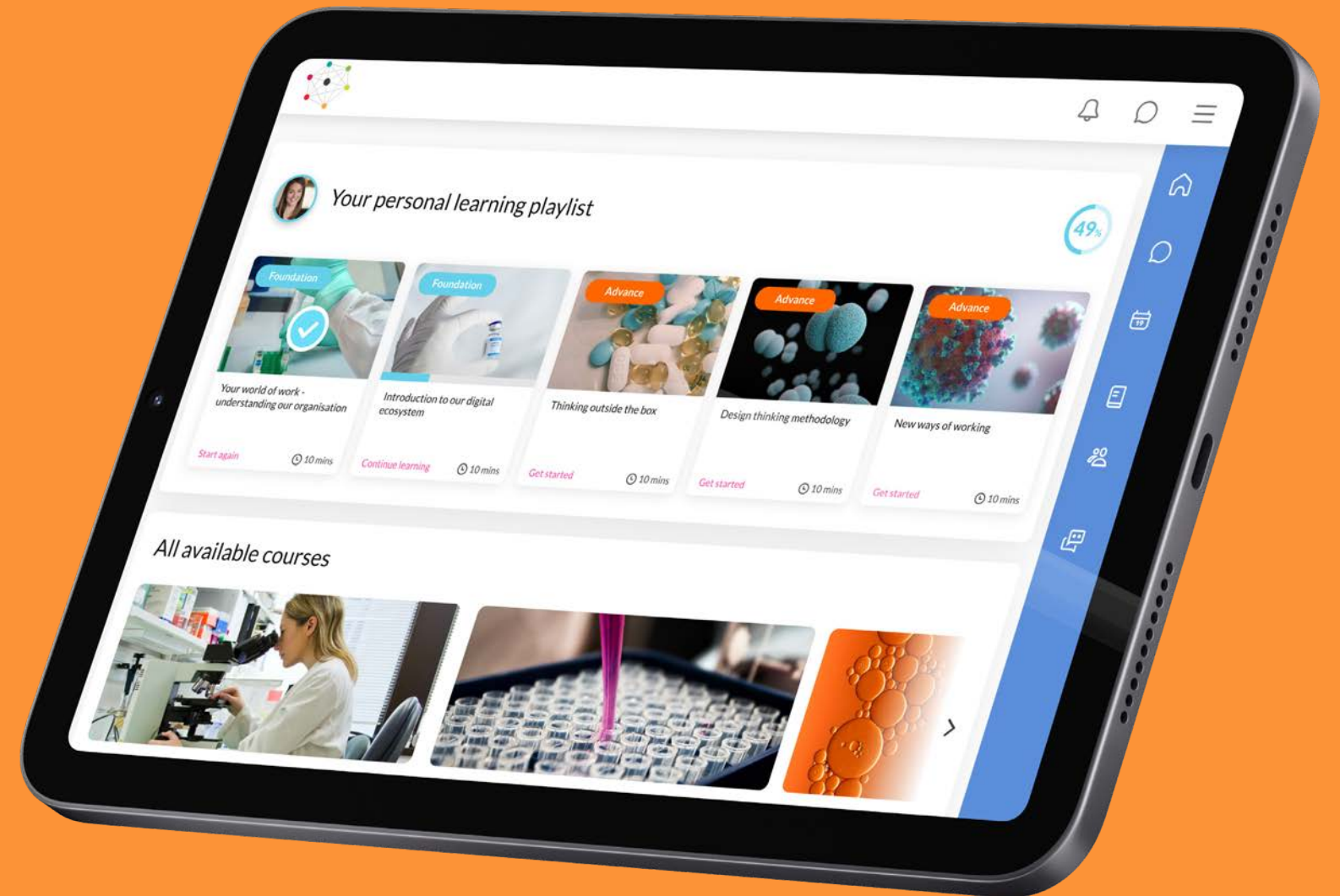
- ✓ Intuitive collaboration tools
- ✓ Integrated with ecosystem e.g. Cvent
- ✓ Editable and customizable event workflow
- ✓ Engaging Apps, Agendas and Document hosting
- ✓ Short set up lead time

Optional

- Ludic creative support
- Ludic delivery support
- Ludic content creation support



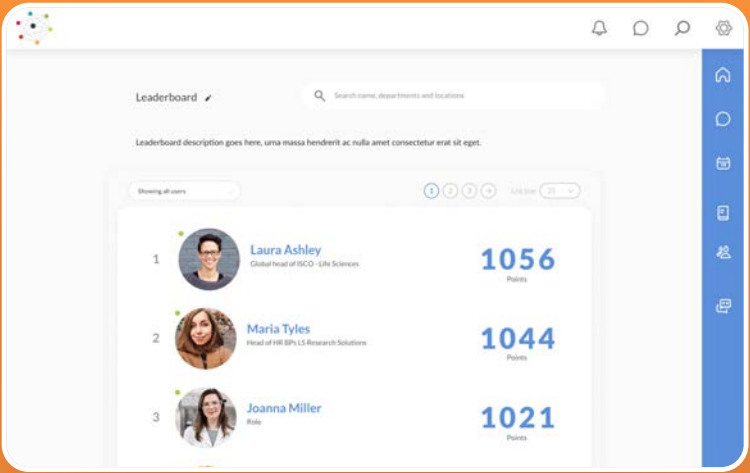
Organizational development meetings



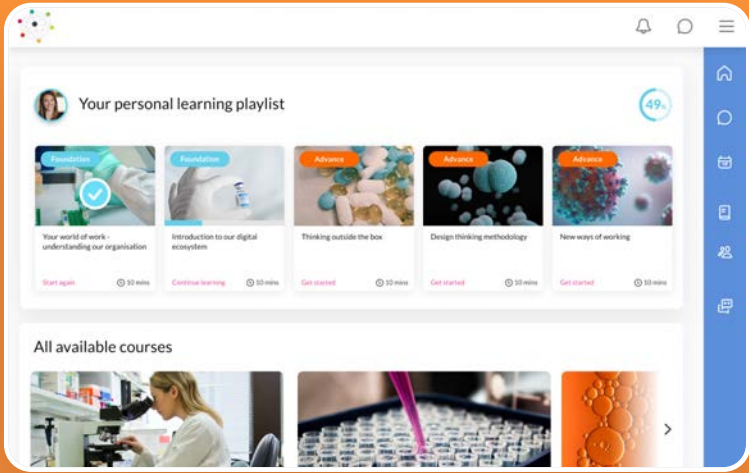
Training & Development

Create cutting edge Training & Development Programmes that achieve lasting results

Repeatable, scalable learning programmes that range from single collaborative sessions to blended learning experiences that take global cohorts through a structured multi-month programme complete with personal learning journeys, classrooms, coaching and community animation.



Interactive leaderboards and progress charts



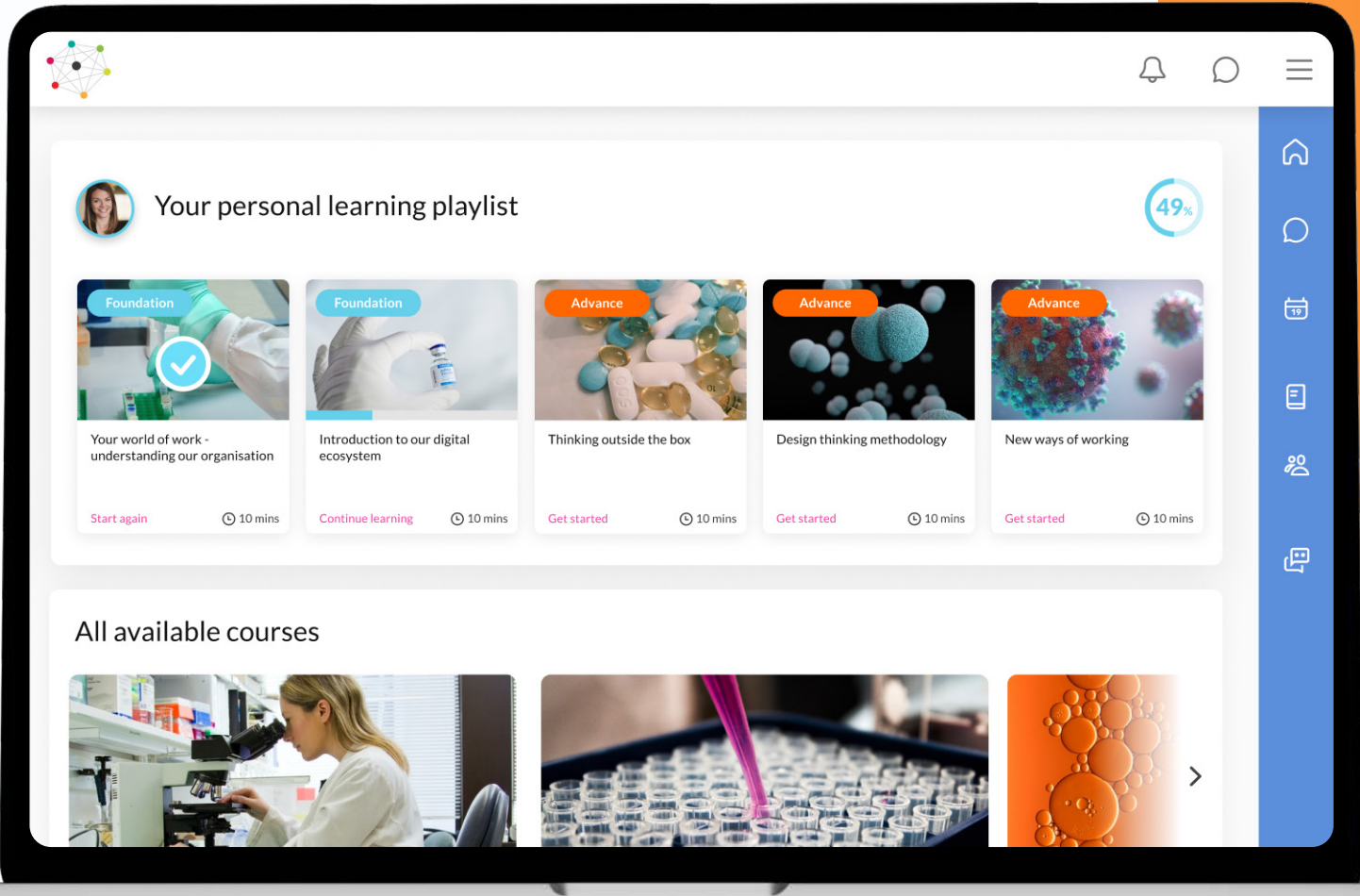
Adaptive learning playlists

Key Features

- ✓ Repeatable scalable training programmes
- ✓ Best in class blended learning
- ✓ Personalized learning journeys & playlists
- ✓ Content & Media
- ✓ Global network of coaches and facilitators
- ✓ Gamified experiences
- ✓ Integrated with your learning ecosystem

Optional

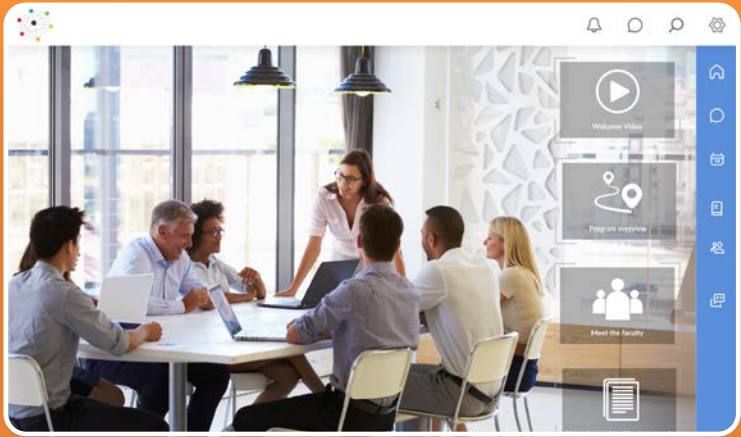
- Ludic creative support
- Ludic delivery support
- Ludic content creation support



Sales & Marketing

Ensure a consistent best in class customer engagement approach through a Sales & Marketing effectiveness academy

Bring your go to market approach to life by creating a sales & marketing effectiveness academy to create a repeatable and engaging journey for your teams that ensure they are on message, using the correct materials and engaging with customers in a consistent, best in class way.



Consistent approach to offerings & development learning



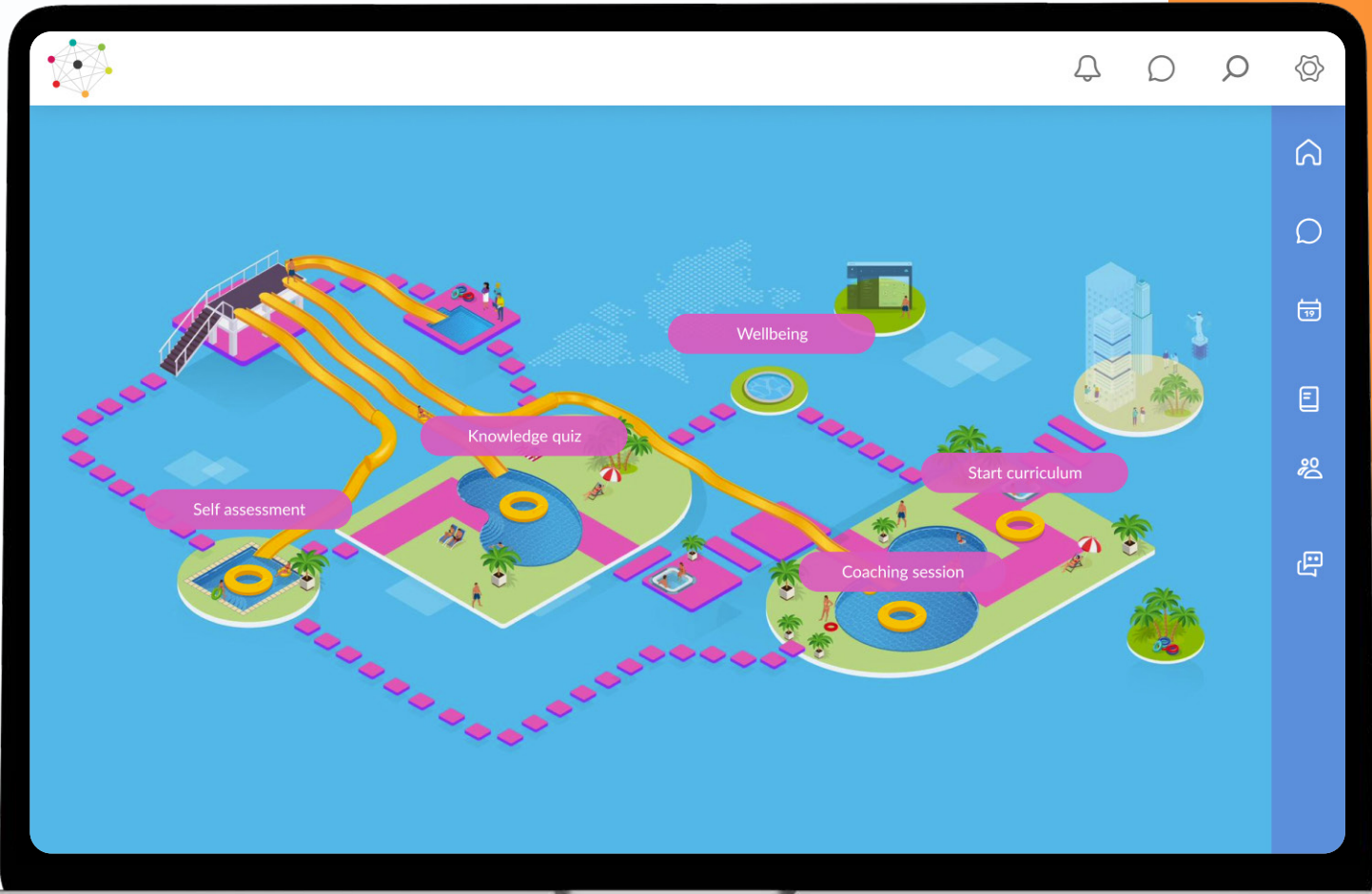
Make the programme enjoyable with Gamification

Key Features

- ✓ Personalized look & feel
- ✓ All assets & materials in a single place
- ✓ Community & best in class engagement
- ✓ Personalized learning journeys & playlists
- ✓ Global network of coaches and facilitators
- ✓ Gamified experience
- ✓ Integrated with your ecosystem

Optional

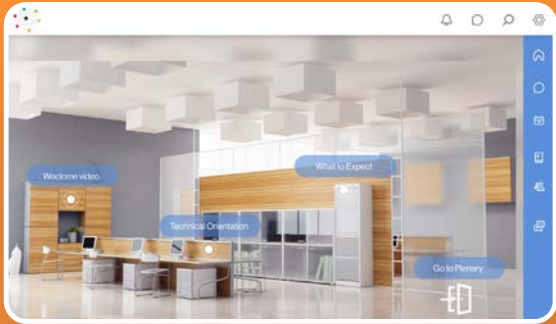
- Ludic creative support
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- Ludic content creation support



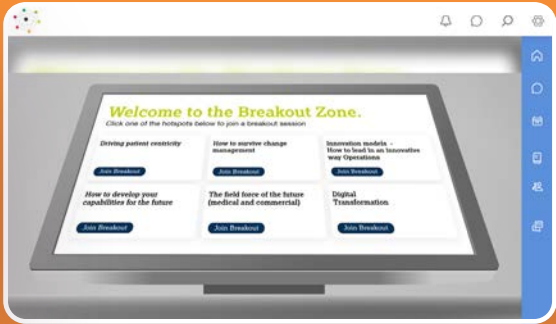
Townhall

Bring your whole organization together for a collaborative and memorable virtual townhall that fosters a collaborative experience.

Create personalized and memorable Townhall experiences that promote community and engagement over time to bring the strategy to life.



Engaging environments



Enable sophisticated event journeys



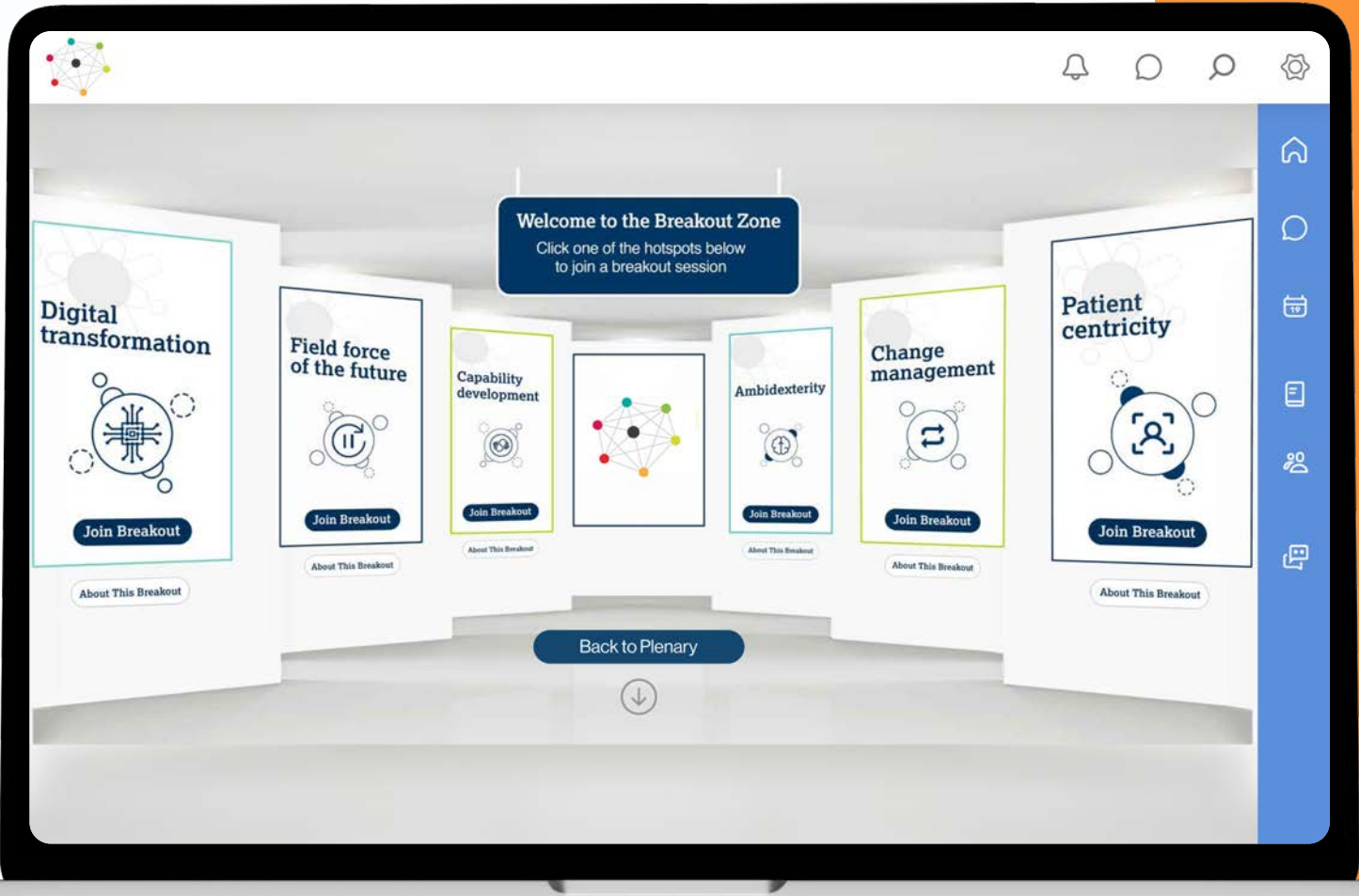
Deep insights and data

Key Features

- ✓ Dynamic virtual or Hybrid environment that reflects your brand
- ✓ Dynamic self-registration process for gaining access to events
- ✓ Live sessions with keynote speakers
- ✓ Interactive workshop sessions using collaboration tools
- ✓ “Drop In” Breakout Sessions
- ✓ Networking space with live calls and links to useful resources
- ✓ Live event support for each of the breakouts and plenary
- ✓ Film documentation

Optional

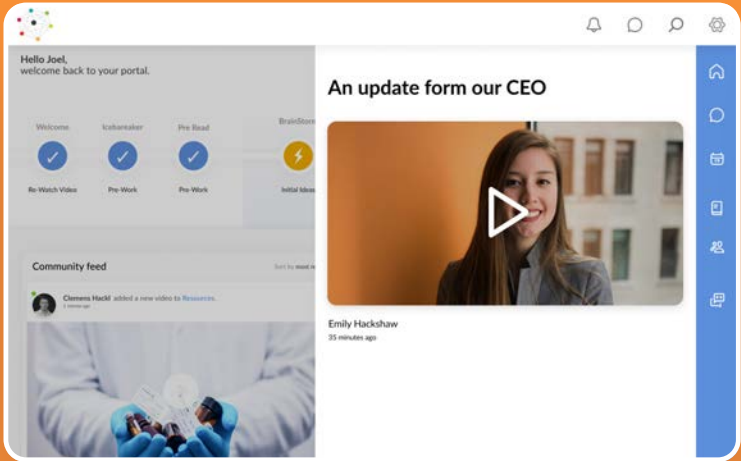
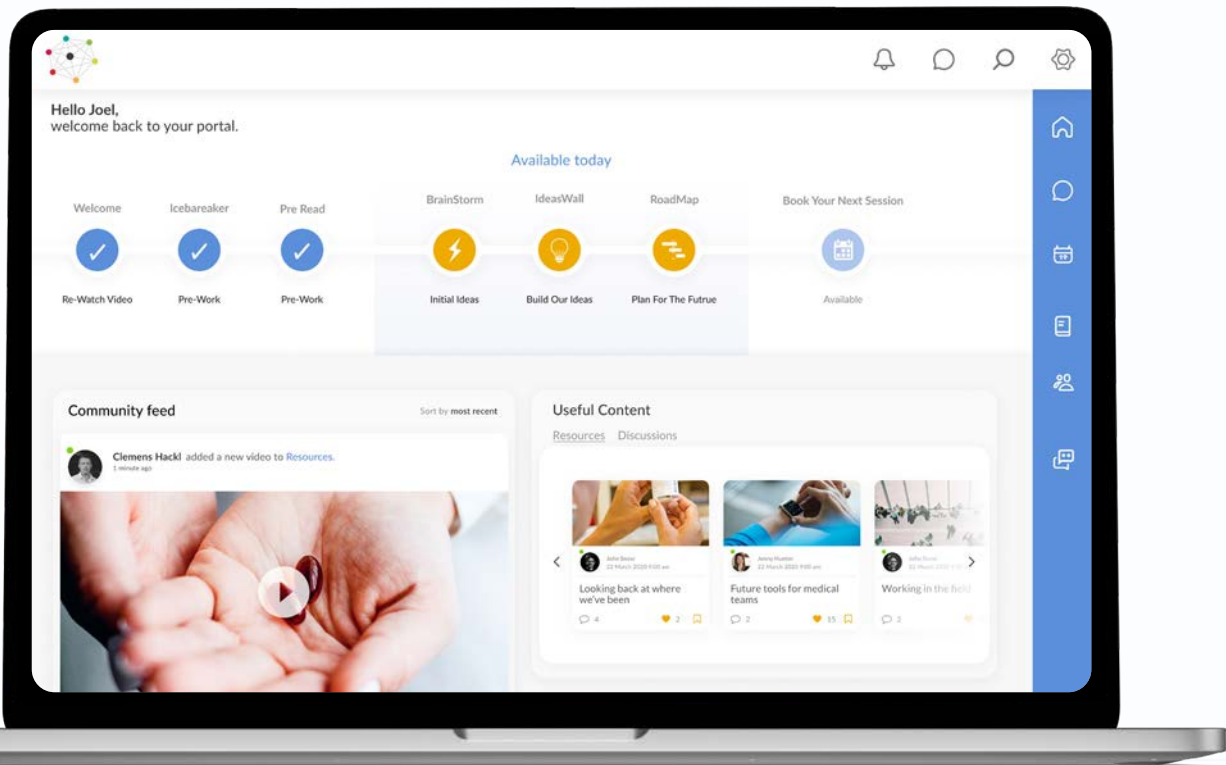
- Ludic creative support
- Ludic delivery support
- Ludic content creation support



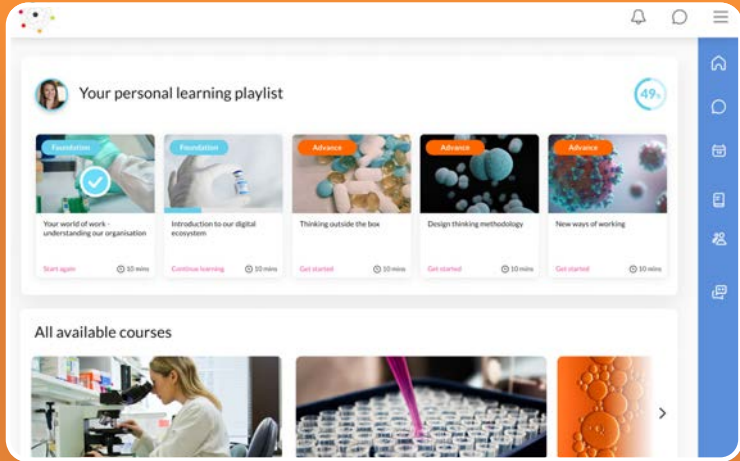
Product Launch

Create a seamless and engaging experience connecting the organization behind your next product launch.

SmartLab enables the delivery of medical brand launch engagement series, designed to grow awareness and knowledge through an immersive learning and gamified process. Participants can connect with stakeholders to gain a deeper understanding of their perspectives, strengthen connections with each other, and share personal experiences and best practices around the brand.



Learning and engagement to bring the product to life



Consistent messaging for all stakeholders

Key Features

- ✓ Dynamic virtual or Hybrid environment that reflects your brand
- ✓ Live sessions with keynote speakers
- ✓ Gamified process
- ✓ Interactive workshop sessions using collaboration tools
- ✓ Useful media and learning resources

Optional

- Ludic creative support
- Ludic delivery support
- Ludic content creation support

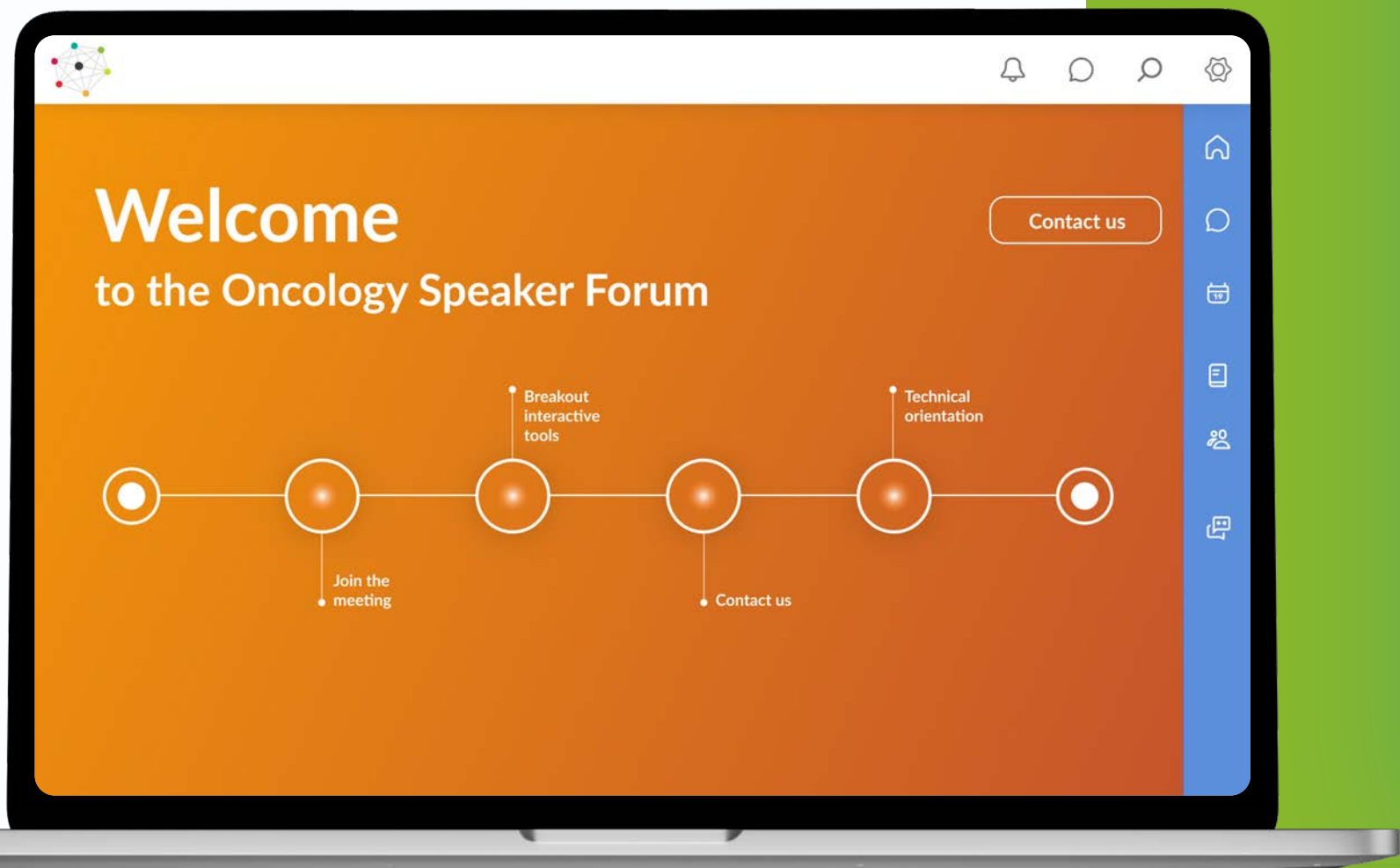
Scientific Meetings



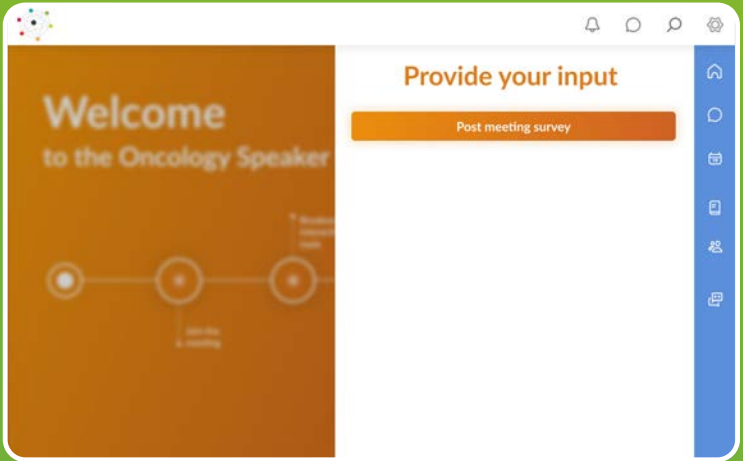
Clinical Related Meeting

Interactive and intuitive scientific exchange meetings that bring experts together.

SmartLab provides a tailored virtual environment that enables clinicians to interact in a structured way. The platform puts all the resources and information into one place. It provides interactive tools that gather the insights from participants.



All meeting related information and media in one place



Create meeting interactions to engage stakeholders

Key Features

- ✓ Single compliant environment
- ✓ Groupings by user to ensure information is controlled
- ✓ Interactive Apps to gather information, vote, prioritise and plan
- ✓ Structured and intuitive meeting process

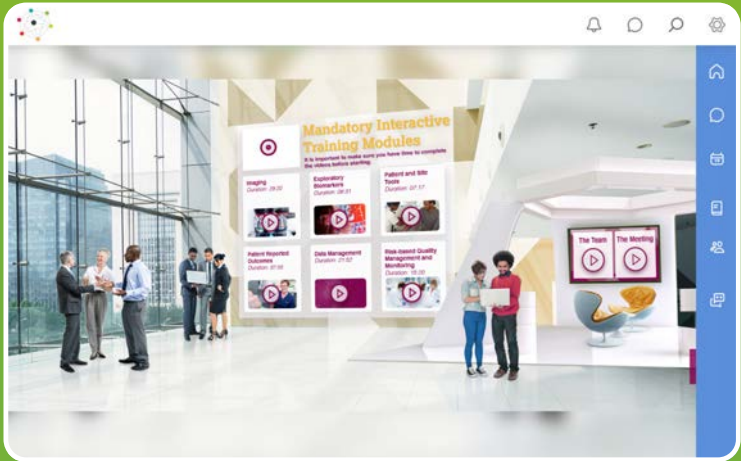
Optional

- Ludic creative support
- Ludic delivery support
- Ludic content creation support

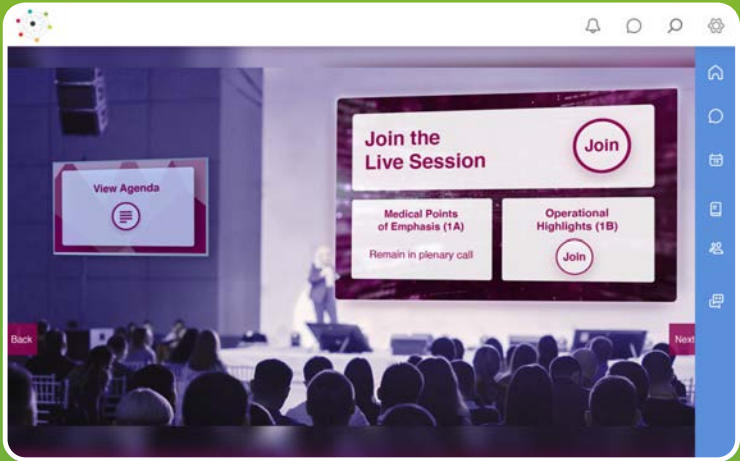
Investigator Meetings

Best in class Investigator Meeting Solution for bringing a study team together over time.

SmartLab provides the ideal Investigator Meeting Series environment tailored to the needs of a study. The platform puts all the resources and information into one place. It provides interactive tools that gather the insights from participants. It allows for continuous engagement over time and the environment can be branded and tailored to the needs of the study.



Put all mandatory training videos into the journey



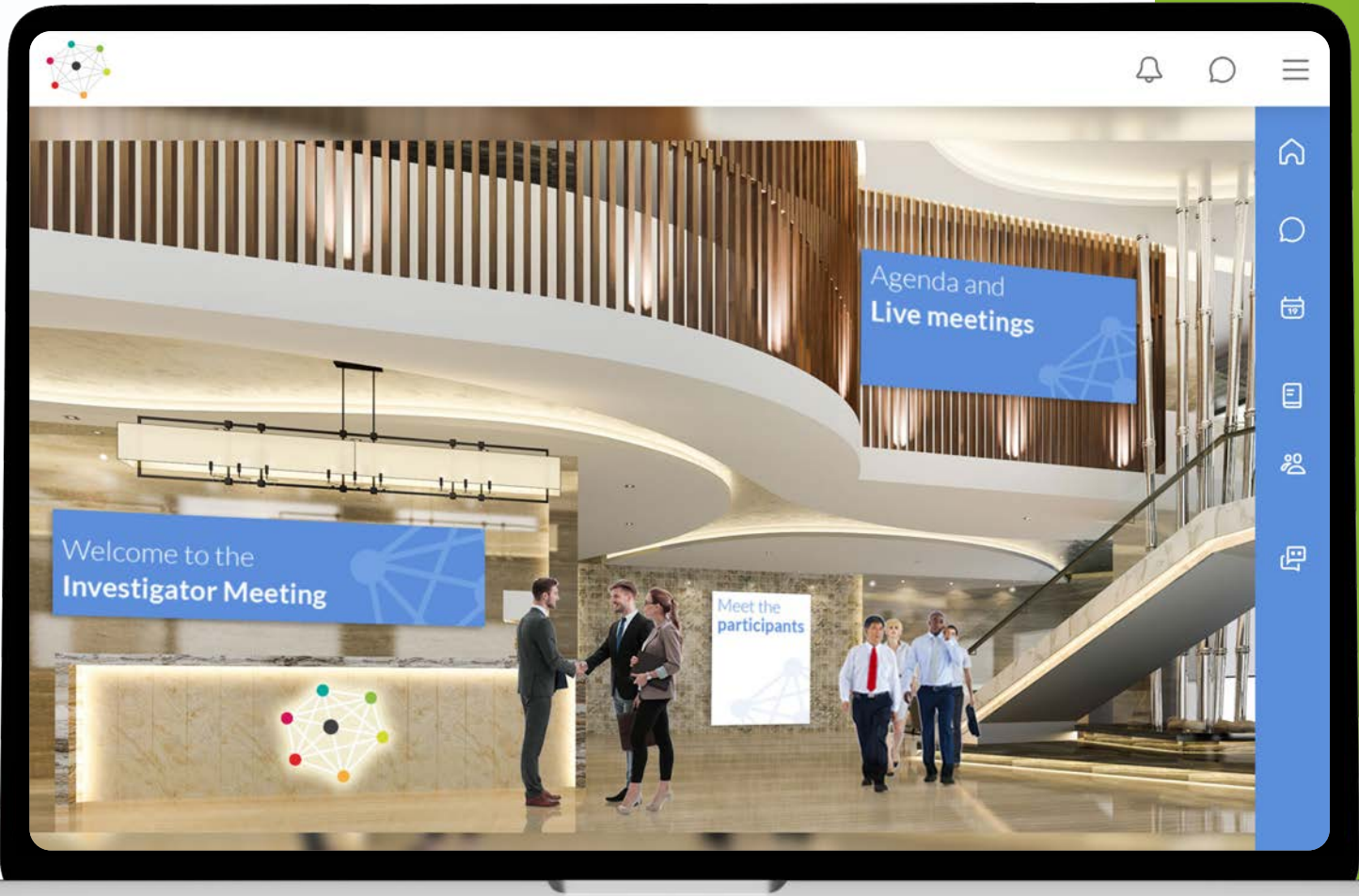
Easy access to live event

Key Features

- ✓ Single compliant environment
- ✓ Engaging live meetings with structured support
- ✓ Groupings by user to ensure information is controlled
- ✓ Interactive Apps to gather information, vote, prioritise and plan
- ✓ Structured and intuitive meeting process

Optional

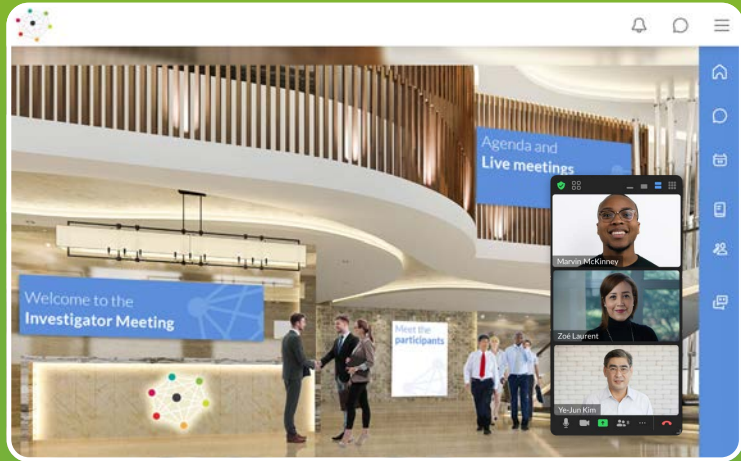
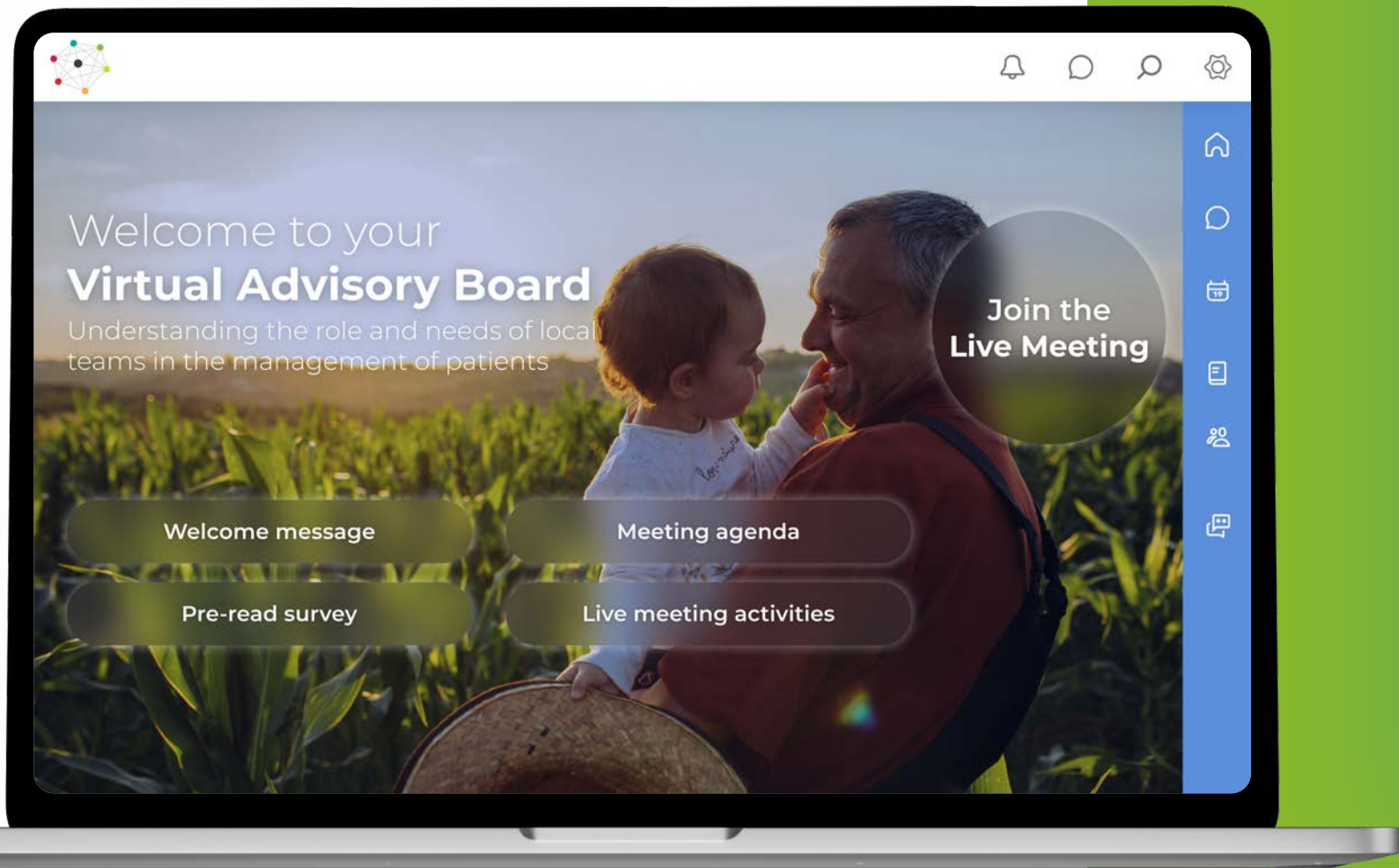
- Ludic creative support
- Ludic delivery support
- Ludic content creation support



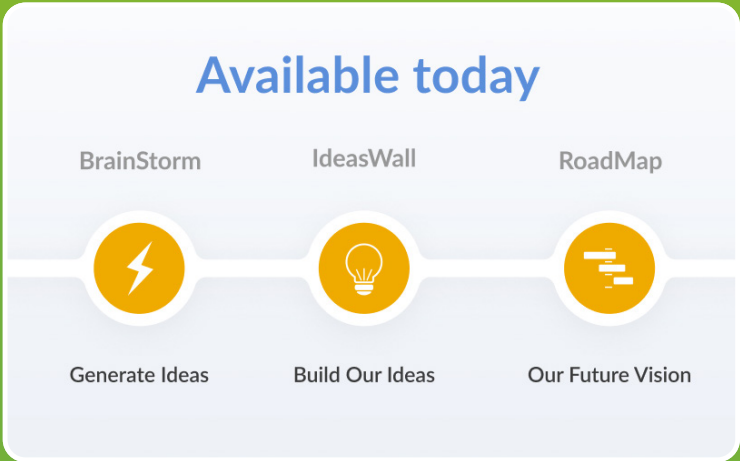
Scientific Exchange Forums

Create stunning Scientific Exchange Forums that blend the physical and virtual world.

SmartLab allows Scientific Exchanges Forums to take place like never before. Whether it is entirely virtual or a Hybrid where some participants are F2F with others online, SmartLab brings all the data into one place to allow for seamless interaction and exchange of knowledge. The meeting environment allows for grouping of scientific areas and bespoke look & feel.



Create bespoke journeys for your participants



Exchange information with powerful collaboration tools

Key Features

- ✓ Single compliant environment
- ✓ Engaging live meetings with structured support
- ✓ Groupings by user to ensure information is controlled
- ✓ Interactive Apps to gather information, vote, prioritise and plan
- ✓ Structured and intuitive meeting process

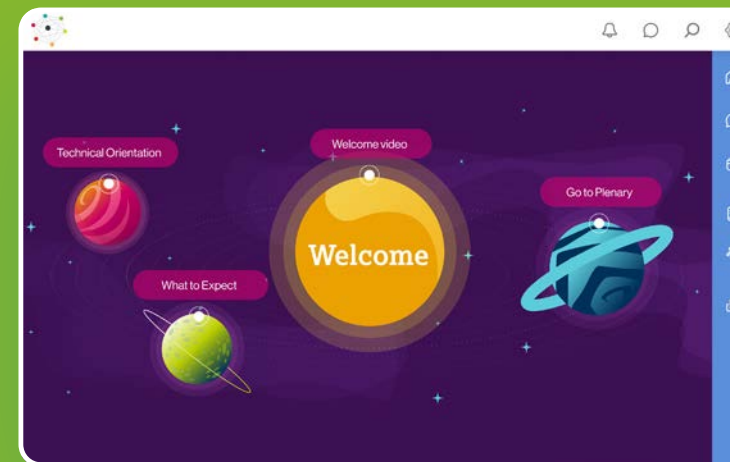
Optional

- Ludic creative support
- Ludic delivery support
- Ludic content creation support

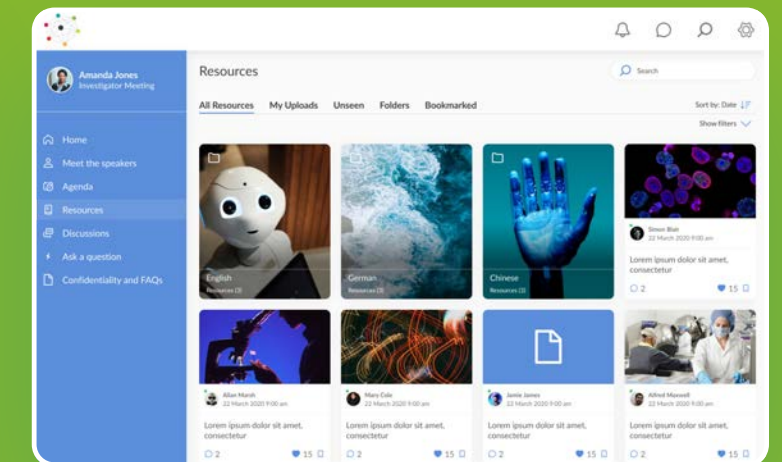
Promotional launch

Create engaging promotional launch series that engage your stakeholders over time.

Create immersive launch campaigns that educate and bring stakeholders together over time. SmartLab brings together learning materials, promotional content, media and gamification tools that bring the brand launch to life.



Theme and customize the platform to the brand



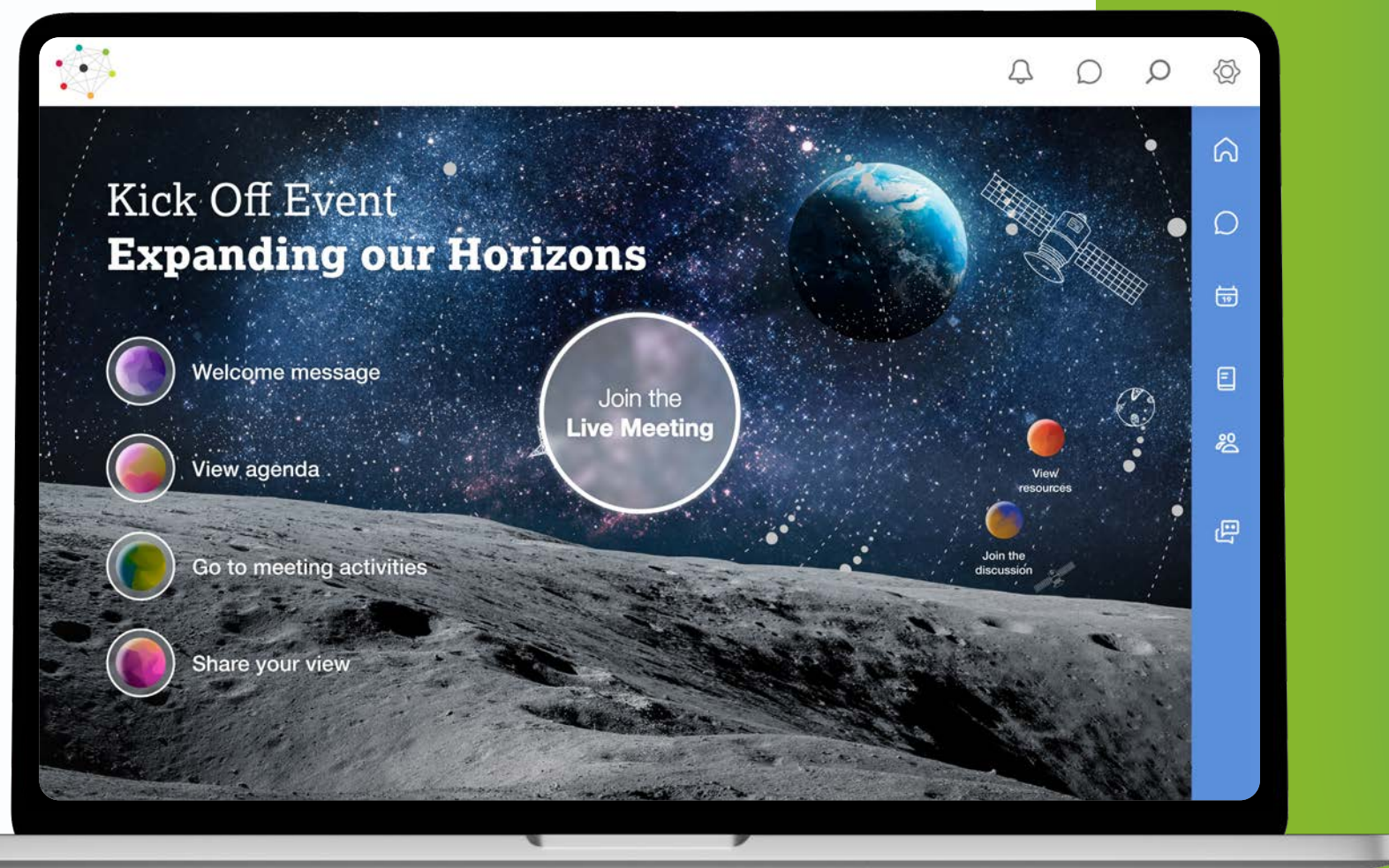
Bring all information related to the launch together

Key Features

- ✓ Bespoke user journeys
- ✓ Engaging live meetings with structured support
- ✓ Groupings by user to ensure information is controlled
- ✓ Interactive Apps to gather information, vote, prioritise and plan
- ✓ Structured and intuitive meeting process

Optional

- Ludic creative support
- Ludic content creation support
- Ludic delivery support



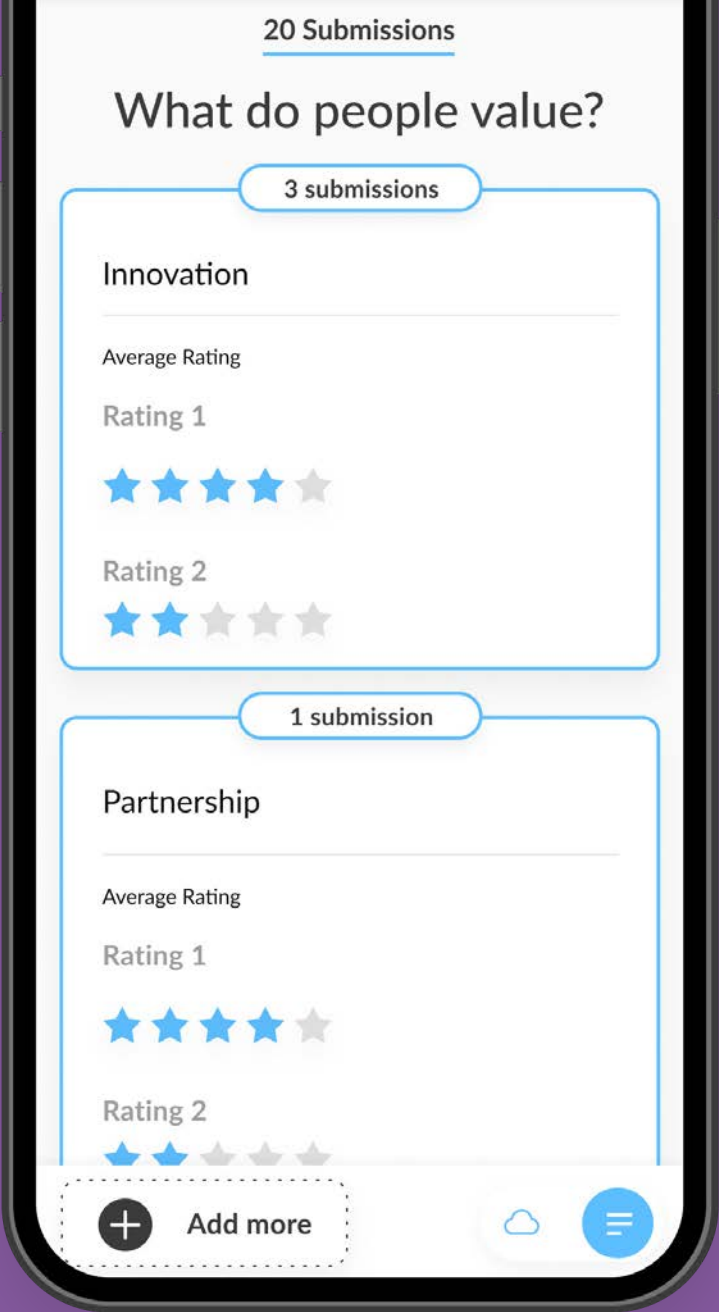
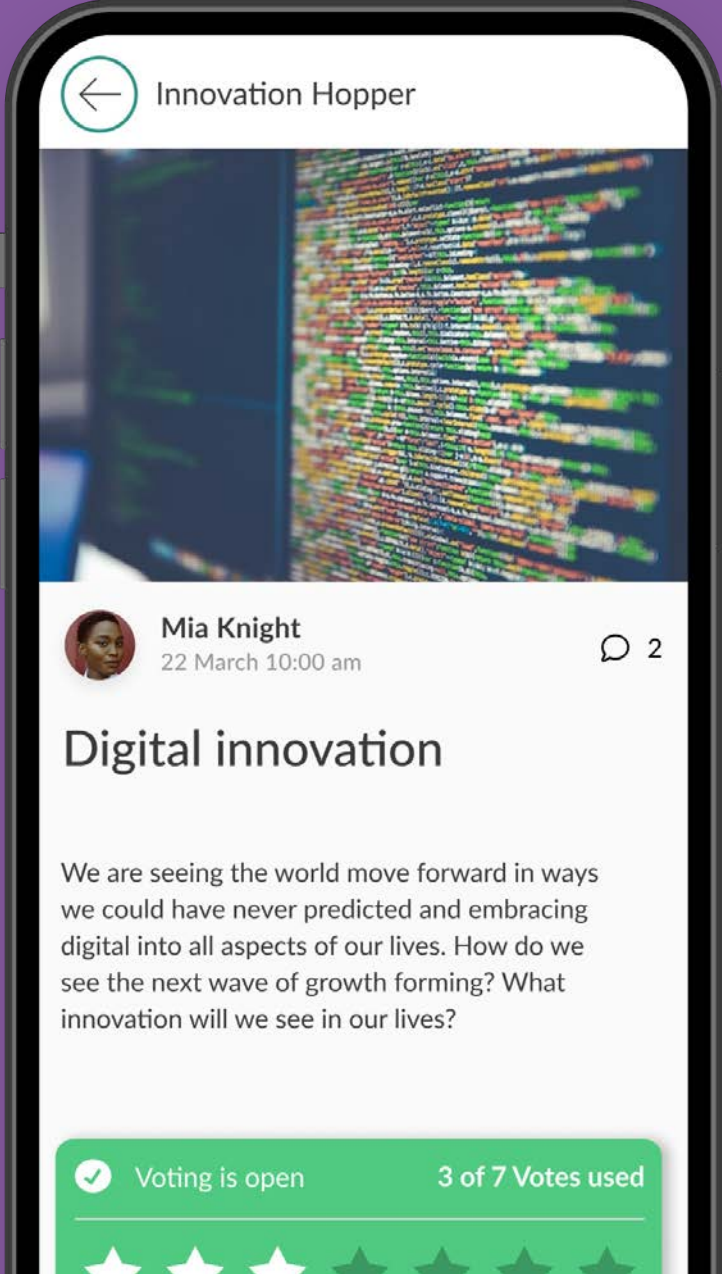
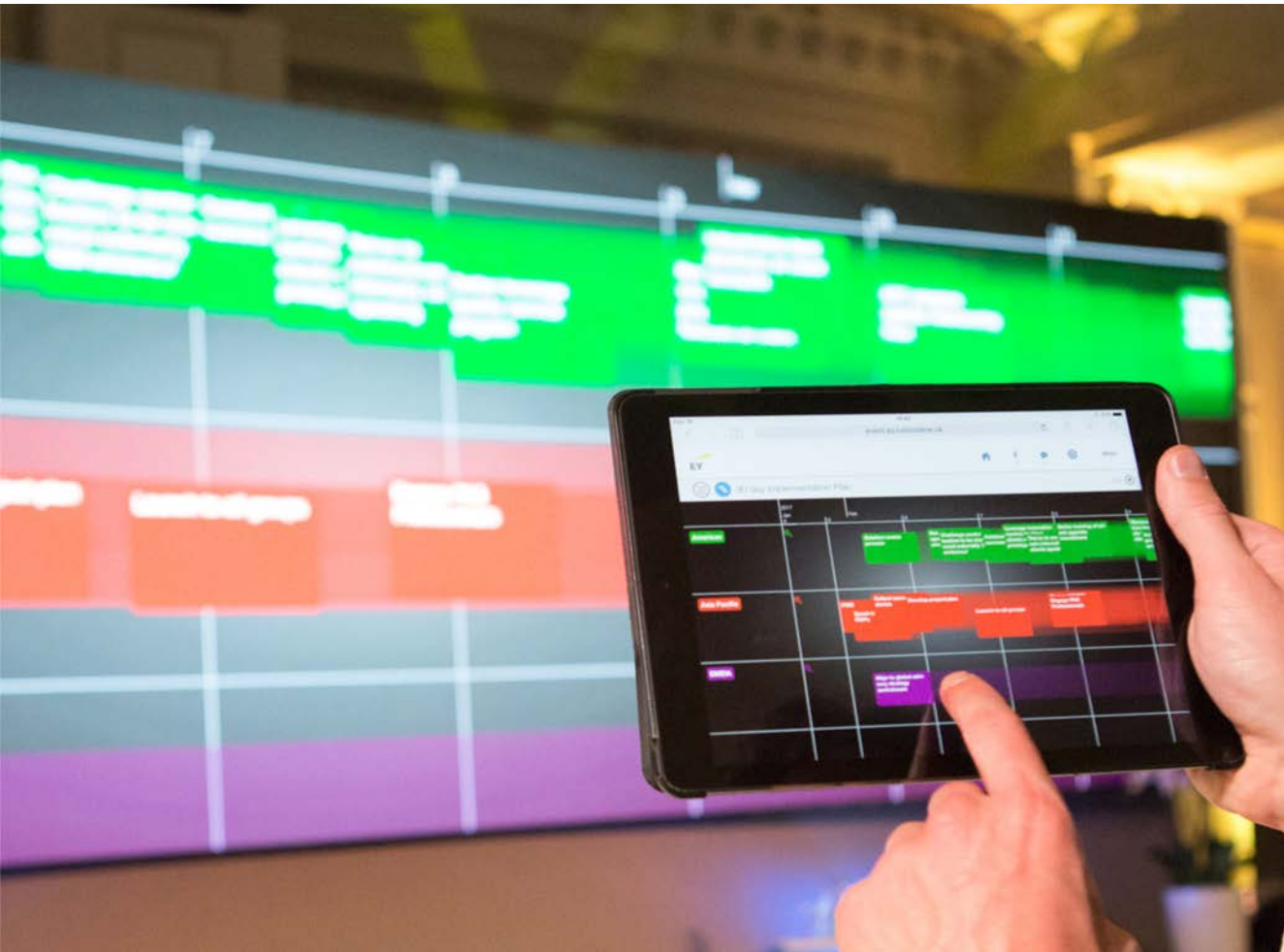
Hybrid
Meetin
Events

Hybrid Meetings & Events

Return to F-2-F

Deliver an incredible Hybrid Event experience that brings your participants together to connect using intuitive tools.

Connect your audience using the Smartlab tools to enable people in the room to collaborate with each other and participants joining remotely.



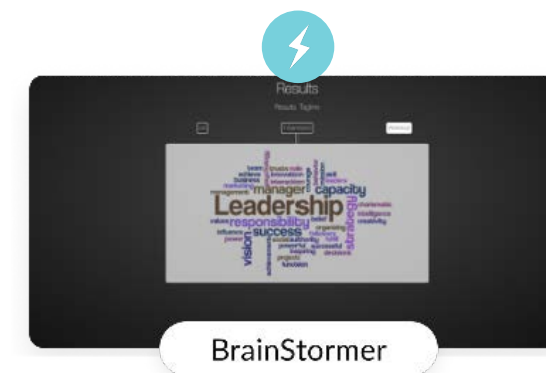
Collaboration Apps in SmartLab

Collaboration Apps enable participants to interact and engage with ideas, content and each other - in plenary and in breakouts. They are a series of digital “building blocks” that connect together in different sequences to enable powerful and accelerated digital facilitation to take place. They are the DNA of SmartEvents.

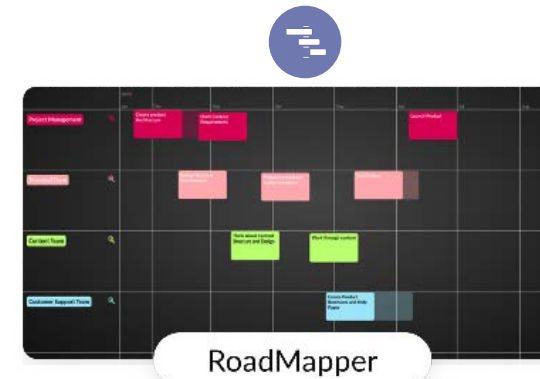
Simplify delivery of virtual events and programmes
SmartLab brings together tools, apps and resources in one easy-to-use place to get collaborative work done.

Enable easy collaboration
SmartLab facilitates collaboration, discussion and knowledge sharing to enable alignment, and to promote ongoing communication and conversation throughout an event.

Deep event analytics and reporting
SmartLab provides real-time reporting and analytics across a wide range of data sets to understand programme effectiveness.



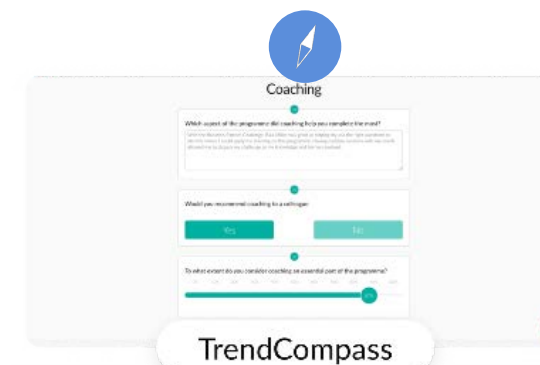
Canvas participants and build word clouds or lists on their inputs



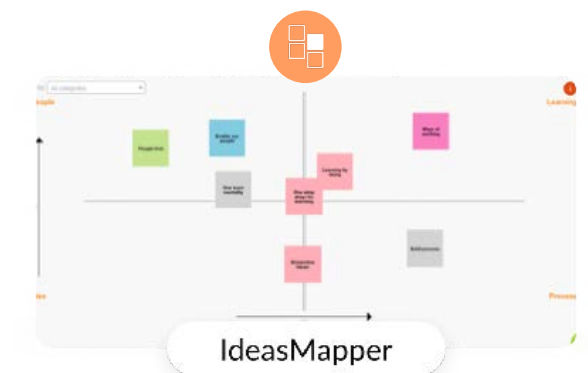
Build a timeline for workstreams and milestones



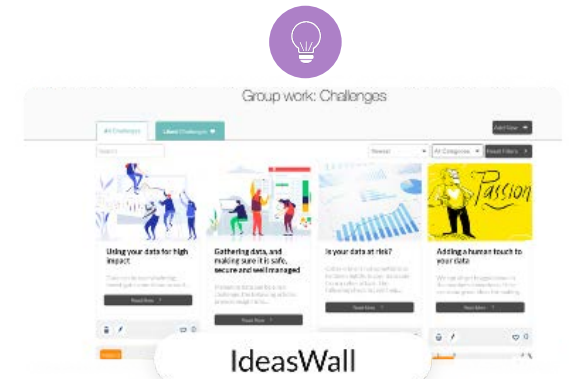
Define, prioritise and map actions



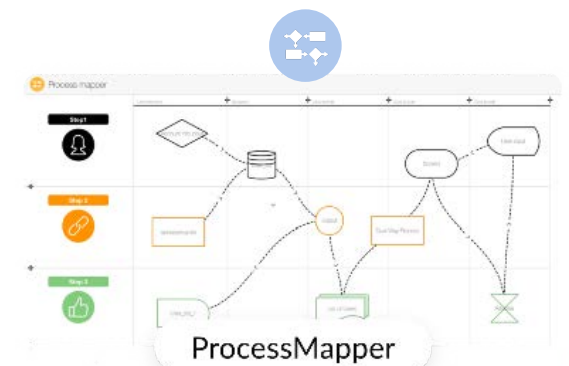
Ask questions, quiz participants, gather feedback, prioritise and poll



Crowdsource and prioritise ideas through a virtual whiteboard



A collaboration space to share ideas, like and comment



Visualise the flow of a strategy or process



Plot ideas in configurable matrices

Networking & Collaborating in SmartEvents

SmartEvents bring together a structured process, expert facilitation and state-of-the-art collaboration tools to advance your work, wherever in the world your participants may be. Our experience shows that the online events are as effective and sometimes more effective as face-to-face events.

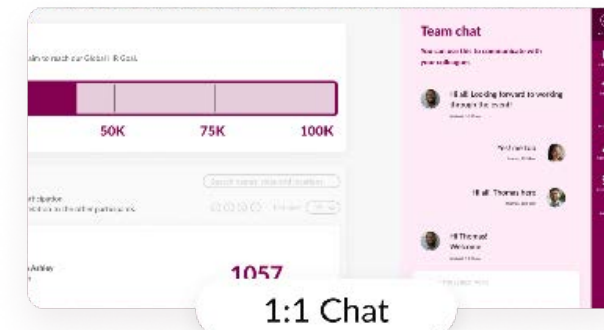
SmartEvents provide participants with an exciting online event experience. SmartLab allows for complex and engaging events to take place, providing a branded experience with interactive elements and seamless integration of Virtual Conference technologies.



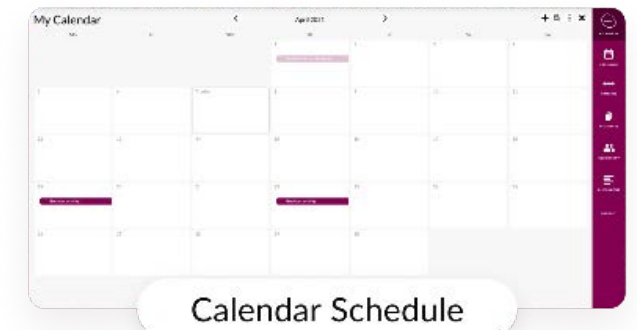
Designed environment for participants to navigate to a preferred activity or breakout group for intimate socialising or content delivery



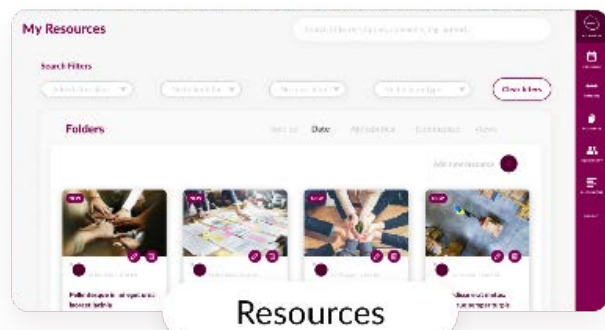
Interactive feature outlining the active users at any one time



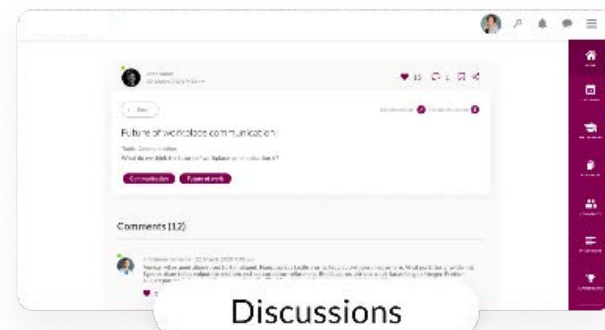
Chat to fellow participants or leave a message for them to pick up when they are next online



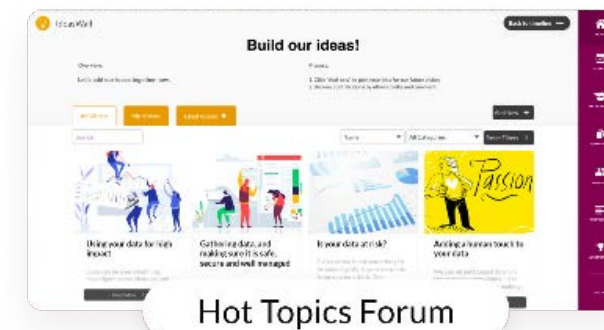
Book 1:1 sessions in the SmartLab calendar with coach, facilitator or a faculty member



Share content with participants: documents, videos, posters or presentations can be uploaded, interacted with - liked or commented on - or downloaded if needed



Take part in a discussion forum where synchronous & asynchronous exchanges of ideas, comments and like features are available



Add your comments and upload the most relevant Hot Topics for collaboration such as ideas, images or videos and interact with all available content



Communicate, announce or notify participants for anything coming up in your project through the Notification features

Creative Services

Ludic can support with the development of creative assets to support any meeting, programme or event.

Design Support for Events

Our design teams can support with the creation of assets for a meeting including

- Slide design
- Infographics
- SmartLab scene design

Film Support for Events

We create video content for events including

- Welcome videos
- Interactive learning videos
- Pre-recorded presentations
- Summary films



Live Delivery Support

Our AV team works with you to deliver an exceptional virtual event experience.

- Event delivery supporting your speakers during the event
- Breakout group management in Zoom
- Switch between camera feeds, graphics, musics, PPTs ect
- Zoom webinar & meeting set up
- Live or on-demand video play back

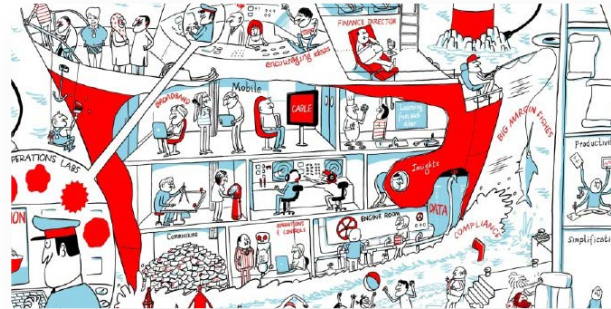
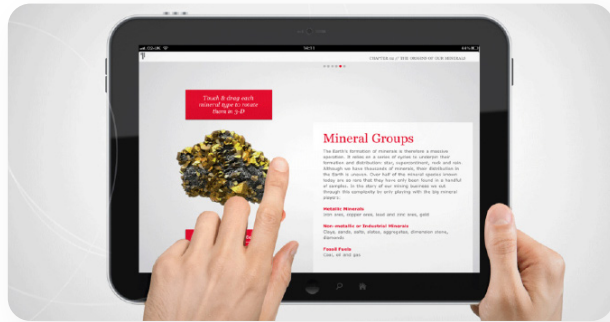
Ludic can also provide expert teams to support the events at the physical locations. This would be priced separately



Ludic Creatives

Experts in sharing a business story globally, Ludic's Creative arm exists at the intersection of business and creativity to engage stakeholders in complex future states. The varied backgrounds span business, education, opera, theatre, music, television, writing, illustration, fine art, photography and filmmaking.

An award-winning creative network that is made up of artists, designers, and filmmakers with an eye for a story and an ear for business concepts.



Design Studio

Promote alignment and engagement by communicating complex ideas with simplicity using visualisations, interactive media, and bespoke campaign branding.

Rich pictures, interactive media, and bespoke campaign branding that communicate complex ideas with simplicity.



Film & Animation

Inform, influence and inspire with communication campaigns, interactive films, event coverage and animations that share your story globally.

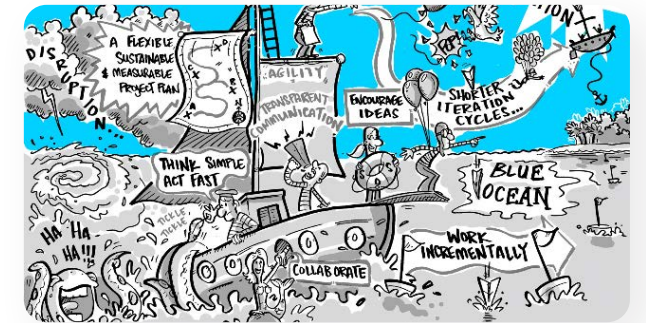
No matter the audience, our films and animations transcend language and cultures. Inspire your audience to step into the world of your new idea and play with it.



Gamify Engagement

Gamify complex business scenarios into powerful interactive experiences that rapidly reinforce key knowledge and new behaviours.

Engage employees in a playful and immersive way to embed new behaviours and knowledge.



Visual Scribing

Bring your key messages to life by collaborating with a visual scribe to synthesise the ideas and conversations of your live and virtual events into inspiring real-time illustrations.

Collaborate with a visual scribe to create real-time illustrations that live on long after the event is over.

Contact us for a demo
info@ludicgroup.com

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