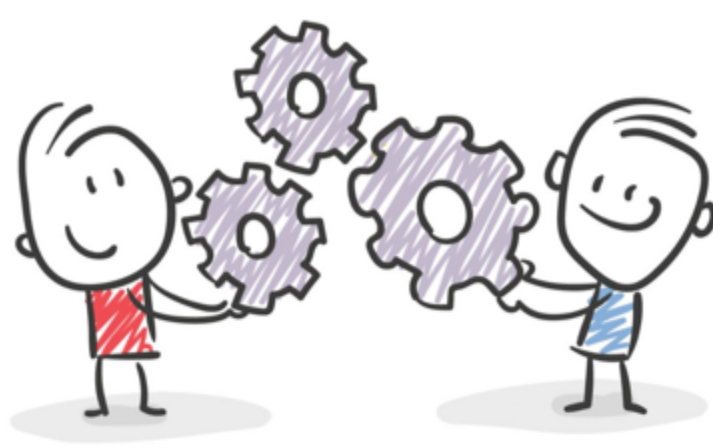


# Impetus Digital's In-Person Meeting Capabilities

## Strategic Consulting

We work closely with you to make the most out of your valuable face-to-face time with your advisors. Your Impetus Account Manager, Account Director, and/or Medical Writer will assist you through our Most Important Question (MIQ) discovery process to uncover the current challenges and key opportunities for your brand, and will provide strategic recommendations on how to achieve project success. In addition, we help co-develop program objectives, meeting agendas, presentations, and interactive workshops to deliver a best-in-class meeting and ensure that you meet your objectives and leave with more insights than you had even hoped for, all while staying on budget and time. We work closely with speaker faculty and project teams for slide review sessions and dry runs, ensuring that there are no last-minute surprises. We manage everything from start to finish, for a seamless experience for both yourself and your customers.



## Advisor Recruitment and Contracting (Optional)

Impetus can handle all aspects of participant recruitment and contracting, including planning and recruitment strategy discussions; copy, creative, and programming for HTML email invitations and meeting registration details; and automated service or confidentiality agreements, completed and signed digitally.

## Advisor Discovery and Identification (Optional)

If you do not have an existing advisory board in place or a list of preferred advisors, Impetus can help you identify suitable advisors through our Participant Discovery and Identification process. As part of this service, Impetus sends one invitation email and one resend of the same invitation to a database of up to 5,000 healthcare providers relevant to your therapeutic area and geographical preference. We also assist you in co-developing a "key criteria" survey that the potential advisors will be able to complete online in order to identify and rank the most suitable participants for your specific project.



## Relentless Project Management and Logistics

We flawlessly execute projects from inception through to execution. In addition to the streamlined online advisor recruitment and contracting process, we manage the venue sourcing, hotel liaising and transportation, food and beverage, audio visual equipment, signage, activity tracking and reporting, and anything else you can think of!

## Material Development and Production

We offer management and version control of all meeting collateral and materials, including, but not limited to, the agenda, slide deck, moderator guide, and pre-reading documents. We also take the responsibility of developing and printing the table tent cards, the finalized agenda for your participants, and anything that is required for the workshops to be of the utmost success.



## Pre-meeting Online Touchpoint (Optional)

To boost in-person meeting output, Impetus recommends an online pre-meeting asynchronous activity. The benefits of this include:

1. It allows feedback on the proposed topics to be discussed before the meeting
2. The advisor insights can help inform your meeting agenda
3. It allows you to take some of the didactic content out of the live meeting so that your time with your advisors is more interactive and productive
4. It gets the advisors thinking about the data to be presented in advance so that there is more time for engaging and well-thought through discussions

## On-Site Facilitation and Management

All in-person meetings are attended by your Account Manager and one of Impetus' Medical Writers. Impetus manages the meeting flow, on-site logistics, and liaison with the meeting facility representatives. If needed, we will help make any last-minute changes to the slides or agenda during our facilitated speaker "dry-runs" and finalize any unsigned service agreements to make sure that everything runs smoothly. With Impetus as your partner behind the scenes, you will be able to relax and focus on enjoying the meeting without stress or extra workload.



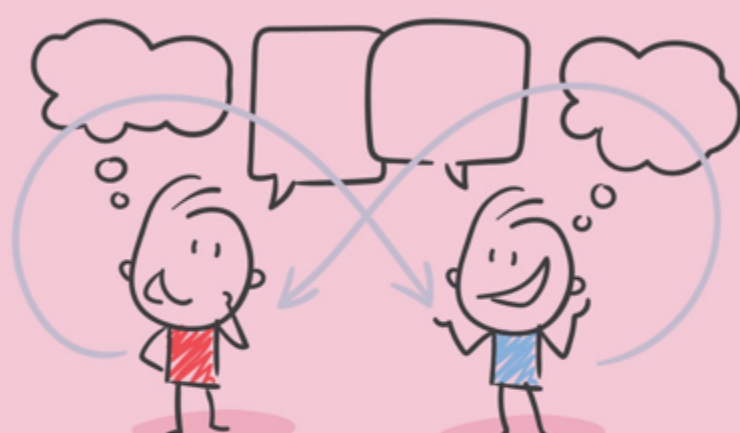
## "Gamestorming" Workshops

Impetus offers a variety of innovative workshops and breakout session strategies, and encourages minimizing traditional presentations in order to increase engagement and active advisor participation.

We routinely structure meetings so that heavy didactic sessions are at the top of the agenda, followed by interactive discussions, debates, or panels, and finally capped off with innovative "gamestorming" workshops such as "Stick and Rip" ranking velcro boards, brand "Snakes and Ladder" games, and "Sail Ahead" SWOT analyses. These workshops are designed to encourage honest communication, collaboration, and problem-solving.

## Digital Technologies

Impetus employs a variety of digital tools to augment workshops and meeting logistics and to enhance advisor engagement during the meeting where it makes sense. Examples include mobile/computer-generated polling and short-answer questions, word cloud creation, and live Twitter streams, all of which are instantly presented on the screen for group review and discussion.

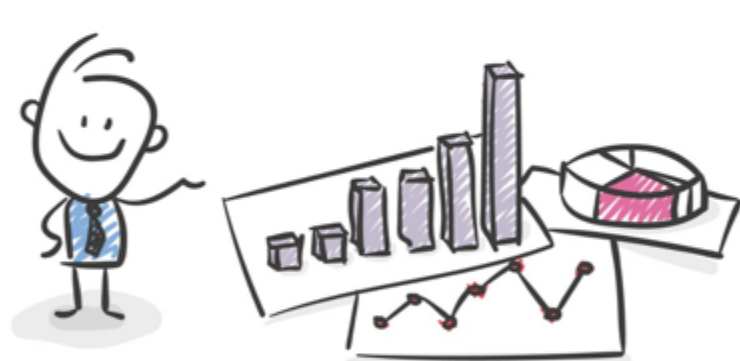


## Meeting Follow-up

We personally follow up with participants on your behalf and execute an online post-meeting evaluation to ensure the success of your future meeting. We gather advisor feedback on their top meeting takeaways as well as topics they believe would be relevant to discuss at future in-person advisory board meetings or through an asynchronous activity. The online execution of the evaluation means 100% completion and well thought-out responses! In addition to the evaluation, if requested, we can also collect any expense forms and take care of the honorarium payment process.

## Post-meeting Debrief

In the post-meeting debrief with you and your team, we discuss the strategic insights gleaned from your meeting. We also make our recommendations for future touchpoints or modifications to your pre-planned Longitudinal Expert Engagement Plan™ (LEEP) if you have one. Our **summary report** includes an executive summary with meeting overview, key insight identification, and recommendations based on the major themes and insights captured during the meeting, and finishes with key comments from meeting evaluations. Content is delivered via a slidedeck. Customized reports can also be created upon request.



## Post-meeting Online Touchpoint (Optional)

In addition to pre-meeting online touchpoints, Impetus also recommends a post-meeting asynchronous activity to help the advisors debrief after the meeting and to follow up on topics that require further exploration.