

# IML HYBRID INTERACTIVE SOLUTIONS

## FACT SHEET

## INTERACT with a live and online audience simultaneously to create the ultimate MEETING



Don't let location and budget restraints prevent your message from getting to any audience. IML's Hybrid Interactive Meeting Solutions will allow your message to be heard whether at home, the office or right in the conference room.

Our production professionals set up a high-quality, professional webcast of your event. Your web audience will view and participate in the meeting as if they were present in the live audience.

### LARGER AUDIENCE

Expand your reach by combining an online audience with a live audience.

### ENGAGE

The Communicator system used in tandem with the Hybrid Interactive interface allows participants onsite and online to view the presentations, give feedback and ask questions during live Q&A sessions; raising the meetings overall ROI.

### REDUCE CARBON FOOTPRINT

Decrease travel that is directly related to your event and your company is able to lessen the environmental impact of your meeting.

### SAVE TIME & MONEY

Creating a flexible meeting that allows a portion of your audience to participate at home or in the office saves money on hotel costs, airfare and ground transportation plus the time that is consumed travelling to and from the event. This allows participants who may have scheduling or geographical conflicts to partake in the meeting.

### TEAMBUILD AROUND THE WORLD

The online audience can participate with your live audience in interactive quizzes, team building events and game shows. The onsite and online responses are tracked simultaneously in a database to reveal the challenge winner, and for later analysis by management.



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## CASE STUDY

### THE CHALLENGE

Miller Tanner Associates desired a green meeting solution for a pharmaceutical drug study. This type of meeting would normally include air and ground transportation for more than one hundred participants from several dozen sites, energy for production elements, as well as a sizable amount of paper for registration, handouts and feedback.

The challenge was to reduce waste, carbon footprint and mitigate negative environmental impact without compromising the training, interactive format and informational elements of the meeting.



### SOLUTION

IML's North America team worked closely with Miller Tanner Associates to identify key areas of data collection, certification and interactive communication. IML's team created, managed and supported an online meeting solution that streamlined the entire meeting process from registration to presentation to feedback. Upon online registration, sites were given access to their meeting room.

IML's online technical staff and producer facilitated the meeting in which multiple moderators and presenters had access to speak, present and interact with the audience. The online interface was used throughout the meeting to capture and manage questions, which sites could enter at any time for Q&A sessions or later analysis. This online solution also allowed testing and certification of each site.

Event materials, binders and surveys were distributed in a digital format. This valuable information was not only presented and collected in an environmentally responsible format, but also a more effective and efficient manner.

### OUTCOME

The event was a successful example of an interactive Sustainable Meeting Solution that accomplished all of the key green objectives including; zero carbon emissions from travel, elimination of paper waste and reducing the total energy consumption of the event. The meeting qualified as a terrific green success story.



**“Translating our clients’ needs into real solutions is one of Miller Tanner Associates main objectives when planning a meeting and having a partner like IML to assist us with that goal is invaluable. Through constant communication and a caring approach to our challenges, everyone at IML works together to achieve a solution. No one has a customer service approach like IML - they are simply the best!”**

Marnie Miller Battistini, CEO of Miller Tanner Associates