

NATIONAL SALES MEETING

FACT SHEET

Motivate and engage your sales force while certifying learning and increasing retention of key messages.



Engage and educate your sales representatives. Studies show that people retain less than 10% of what they hear, but greater than 60% when they are ACTIVELY engaged.

Certify learning, increase retention of information and watch your representatives collaborate and build relationships over customized competitions.

REINFORCE LEARNING

Increase knowledge retention and certify learning with IML's innovative technologies. Real-time interactivity builds consistency from the moment your general session opens, throughout your breakout sessions, to your closing general session or recognition program.

MEASURE AND CERTIFY

Measure group and individual responses using IML's encrypted 100% secure and accurate digital radio technology. Our pre-event, on-site and follow-up solutions give onsite testing and real-time scoring without the added paperwork after the event. Report data provides trend analysis and will identify for each individual sales representative where gaps in learning are occurring.

BENCHMARK PERFORMANCE

Results from both general sessions and breakout sessions can be displayed live to participants so that they can benchmark their performance levels against their peers.

COURSE CORRECTION

Use instant test results to identify training areas where knowledge is weakest. Questions can be designed in a wide variety of formats: including multiple choice, value, rating, prioritization, text response and XY Matrix. Once you have identified weak knowledge areas, you can amend your presentation accordingly to optimize its effectiveness.

PEER COLLABORATION AND TEAM BUILDING

Use one of IML's customizable game shows or your own custom branded animated scoreboards to create an engaging environment and enhance learning.

ENHANCE Q&A SESSIONS

The Communicator's built in microphone and text messaging function creates faster and more dynamic discussions. Unanswered questions sent in via text can be collated and answered during post event follow-up.

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CASE STUDY

Photosound used IML's voting and enotes messaging technology to deliver a medical training seminar with lasting impact.

BACKGROUND

Pioneering healthcare communications company, Photosound, had been commissioned by a pharmaceutical giant for intensive training on a new drug for psoriatic arthritis.

THE CHALLENGE

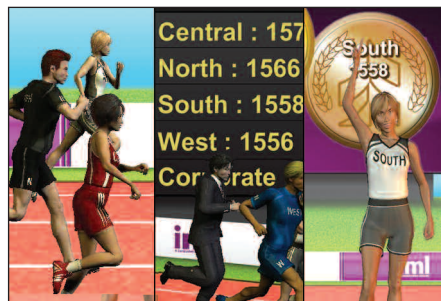
Photosound needed to deliver a large amount of complex information within a short timeframe and it was vital that participants retained all of the information presented.

THE SOLUTION

By incorporating IML's interactive keypads and enotes laptop messaging system into the seminar, Photosound was able to energize participants by actively engaging them in training presentations.

EVENT

Participants used IML's keypads to answer questions interspersed into each presentation in the plenary session. Scores were calculated instantly, enabling Photosound to monitor how much information had been absorbed. Correct answers were affirmed instantly, giving Photosound another opportunity to reinforce key facts.



Next, participants were sent to breakout rooms where teams of five took a "test your knowledge" quiz, answering questions using an enotes laptop. Teams discussed answers in-depth before typing their group's conclusion into the on-screen message box. In-coming responses were received instantly and monitored closely by Photosound to ensure that participants had grasped all of the information.

Scoreboards, displayed at the end of each quiz round allowed participants to benchmark their performance against others in the room. This created rife competition amongst the participants who became highly motivated to learn more in order to surpass their peers.

eNotes booths were also placed in coffee break areas so that participants could submit anonymous questions or comments throughout the seminar. Messages received from enotes booths could be quickly edited then displayed live to the audience who used IML's keypads to vote their opinion on some of the comments sent in.

Allowing participants to submit anonymous messages via enotes, enabled Photosound to see honest feedback about the new drug. Organizers also had time to prepare their responses to questions or comments and were able to dispel any misperceptions about the drug.



CLIENT TESTIMONIAL

"IML's technology helped Photosound to motivate and engage participants undergoing systematic and serious training on a new drug. Achieving a high level of knowledge retention was crucial to the seminar's success and IML's technology ensured we more than fulfilled our client's brief." Paula Schmidt, Photosound