ABConnect

Bring crystal clarity to Medical Advisory Boards

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Medical Advisory Board meetings are an unrivalled opportunity for your pharmaceutical clients to gain expert advice and insights from Key Opinion Leaders, which can result in practice-changing medicines and ultimately improve patient outcomes.

Audio quality is absolutely critical to the dynamic of these interactive online events – and how much value stakeholders get out of them. But the legacy conferencing technology provided by most venues hasn't kept pace with the demands of these strategic meetings, or the expectations of participants.

That's why we have developed ABConnect, a dedicated audio-visual solution for healthcare events management agencies delivering Advisory Board meetings. This complete multi-camera, duplex audio streaming and recording package comes with full on-site technical support, and is designed to facilitate more productive dialogue by bringing astonishing clarity to everyone involved. Now you can confidently deliver a PMCPA-compliant experience, and a higher return on your client's objectives.

A typical advisory board scenario

Is poor sound quality undermining your AB objectives?

Poor sound quality creates an unwanted distraction that limits the impact and success of Advisory Boards. The more intensely participants have to concentrate on listening to and understanding what is being said, the less opportunity they have to process the content of the meeting and contribute their own ideas and opinions.

For remote participants, the challenge is even greater – they also have to match the voices to the speakers, creating an additional barrier to involvement and understanding. If your AB meeting is being transcribed, trying to work out who said what and straining to hear crucial details wastes valuable time and makes the transcription prone to errors and omissions.

Meeting conferencing users' growing expectations*

69%

say adequate speech comprehension is much more important to meeting success than video quality

99%

expect conferencing audio quality to be as good as in-person meetings

81%

think solutions should be portable so they can be used in any location

98%

expect a conferencing solution to work without any technical issues

*Millward Brown, "MEETING Managers' Needs", INSIGHT2020

The limitations of traditional conferencing

Conference phones are manageable for small groups of two to four participants – provided that everyone remembers to speak clearly and directly into the only available microphone. But with more than a handful of attendees, clarity inevitably deteriorates – particularly if one of the participants is speaking quietly or moves across the room to write on a flipchart.

Typical online meeting software automatically detects who is speaking and prioritises their microphone input. But it is common for the microphones in the meeting room to pick up audio feedback through the loud speakers and amplify it into a painful, ear-piercing screech. When this happens, by turning down the audio, extraneous noise from coughing, clinking cups or banging doors is brought to the fore, obfuscating the conversation.

Delivering a better Advisory Board experience for agencies, clients, participants and stakeholders

Our game-changing, high-performance communications solution will rapidly transform a standard meeting space into a professionally-equipped conference room, fit for distributed strategic discussion.

Stunning acoustic clarity

We provide a wireless system of conference room microphones and speakers, based on next-generation technology which kills unwanted feedback and delivers a crisp, natural audio experience that goes beyond conventional business standards.

These are combined into up to four full-duplex pods, allowing simultaneous voice transmission. Delivering exceptional sound for improved speech intelligibility even in noisy environments, these pods are optimised for boardroom-style meetings of 12-14 people, and can also be positioned "banquet style" on three to four tables.

To ensure seamless collaboration on the day, we will arrange a brief familiarisation call with your KOLs in advance of the meeting, during which we will test and set up their audio connection and, if necessary, we will ship a headset to them on loan via your local client representative.

Look who's talking

We supply a mix of discreet cameras near your participants, cameras with longer lenses further back, and an additional camera if needed to provide close-ups of flipcharts or other meeting accessories.

The unobtrusive set-up means your participants will be able to fully focus on the discussion at hand. With multiple camera angles covering the interaction, remote participants and transcribers are assured of the best available view of the speakers and presentation tools, so they can follow the dialogue as easily as if they were in the room.

On the record

We record the whole session live through Adobe Connect, including all the slides, question screens and the mixed camera angles.

We also make an independent back-up recording to mitigate the risk of any process failure beyond our control. We then process the master recording and supply it to you as a fully self-contained video file and, because there's no editing required, your client can maximise the value of the content sooner.

Our solution also works with other webinar providers including BlueJeans, StreamGo and GoToWebinar.

Benefits at a glance

▶ A highly portable solution to turn any room into a professional conference suite

▶ Superior sound experience for remote participants

▶ Eliminate unwelcome acoustic distractions

▶ Encourages more natural, productive collaboration

▶ Multiple camera angles to view speakers and meeting tools

▶ Full on-site support from our experts

▶ Recording supplied as a ready-to-use video file – no post-production required

▶ Faster, more accurate transcriptions

▶ Supports the delivery of a PMCPA-compliant meeting

▶ Better ROI for your client

Set-up requirements

- **Desk space** for the equipment (a corner of the room is sufficient)
- **A pair of uncontended symmetrical 10Mbps Ethernet cables** (business-grade hotels should provide this type of connection)
- **A large format LCD screen** to display media (e.g. welcome, agenda, names and biographies, contextual information, holding slides, images, thank you messages, etc.)

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About Clockhouse Productions

For over 25 years, we have been producing communications projects and programmes for corporates, public sector bodies and non-profits. We have extensive experience working with many of the world's most prominent brands in the Pharma and MedEd sector, and we are accustomed to operating in a multi-agency environment to support the delivery of compliant events.

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