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case study / Virtual Communications

On behalf of a major pharmaceutical client, WG was challenged to provide a virtual meeting platform which would allow ongoing communications, collaboration and connectivity – in real time via the internet.

Our proprietary Virtual tool: wgConnects was able to provide a very flexible platform. The WG team was comprised of a group of experts who provided our client with the following services: theme and program content development, live video streaming for the virtual general session, and virtual breakout coordination and technology expertise. All the participants were pre-registered for access to their various tracks designated by sales force.

Participants experienced a virtual general session including senior management overview, live Q&A as well as brand overviews. Following the general sessions, they were guided to regional breakouts where they participated in product sessions, collaborated and shared best practices.

The custom web portal allows this client to maintain on-going communications with its managers & sales force.

