

HOW TODAY'S ORGANIZATIONS USE

Virtual Conference Coverage

FOR COMPETITIVE INTELLIGENCE COLLECTION



MAINTAIN COVERAGE & DON'T MISS A BEAT

Engaging in **virtual conference coverage** ensures **there is no lapse in competitive intelligence collection**, even during a pandemic

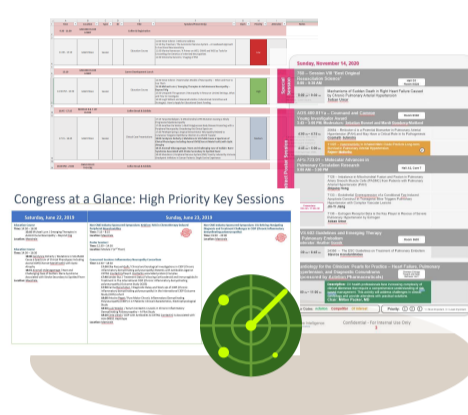
Clients **avoid a gap in coverage**, allowing them to keep a pulse on competitor activities, and competitive threats and opportunities



VIRTUAL PROGRAM REVIEW & PLANNER PREPARATION

Detailed, keyword-driven review of events, sessions, and courses is performed by Fletcher/CSI senior analysts and consultants to identify high priority sessions

Pre-conference planners can be prepared in **Excel, PowerPoint, PDF**, and even custom formats



LIVE INTERVIEWS ALLOW REAL-TIME INTELLIGENCE



Live interviews are held with industry symposium presenters, scientific session leaders, poster presenters, and other key opinion leaders to support virtual coverage, and **resembles on-site intelligence and data collection**

Pre-arranged key intelligence questions (KIQs), developed in concert between Fletcher/CSI and clients, ensure data is collected where it is needed most (e.g. messaging, launch tactics, forward-looking strategy)

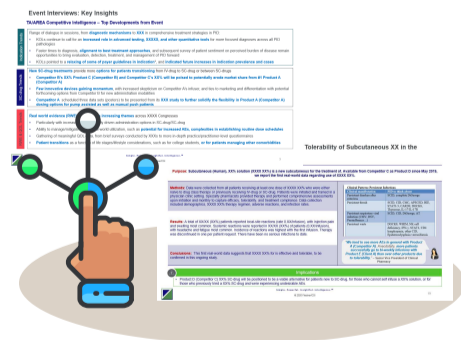
LIVE "BACKSTAGE FOOTAGE" ONLY AVAILABLE TO REGISTRANTS

Select video presentations, virtual poster halls, and industry-sponsored events can only be viewed by paid event attendees

Confidently capture all relevant content, including disseminated session/course collateral and poster images



ACTIONABLE VIRTUAL CONFERENCE CI REPORTS



Virtual conference reports each contain a **clear, concise executive summary** of trends and key findings, competitor presence, key presentations, posters, and other exclusive content

Clients walk away with an **enhanced view of competitor positioning**, allowing them to act quickly to gain competitive advantage

Learn More Today!



Cinda Steele, VP
Life Sciences
Fletcher/CSI

(610) 496-0080
 cinda_steele@fletchercsi.com
 [Fletcher/CSI Life Sciences](#)



Mark Gigliotti, VP
Technology
Fletcher/CSI

(802) 448-9222
 mark_gigliotti@fletchercsi.com
 [Fletcher/CSI Technology](#)



Erik Glitman, CEO
Finance & Insurance
Fletcher/CSI

(802) 448-9249
 erik_glitman@fletchercsi.com
 [Fletcher/CSI Finance & Insurance](#)



Simple. Powerful. Insightful. Intelligence.