

Oncology LCEM  
Sustained product Team



# Sustained Product Team leaders' Vi-Meet

October 6-8, 2020

 **NOVARTIS** | Reimagining Medicine

# Sustained Product Team leaders' Virtual Meet

**Meeting name:** Sustained Product Team leaders Vi-Meet

**Meeting format:** Virtual – MS TEAMS

**Meeting date:** October 6-8, 2020

**Meeting location:** Microsoft Teams

## Challenge

- SPT Vi-Meet event was originally planned to be a **2,5 days F2F** after years the team didn't meet
- We needed to transformed all into a virtual setting of **3 half “days” (7 hours in total)**
- The main challenge was how to reach the **networking goal**, so the country SPT leads can better leverage the community, sharing & discussing the topics openly

## Actions taken

- **Weekly calls** with the core team to define roles and share updates
- **Set up the agenda** and looked for an **agency** to enhance the interactivity aspects
- Looked for **inspirational speakers and moderators**
- Supported the event owner in preparing the **PPTs** and became comfortable using MIRO and Mentimeter

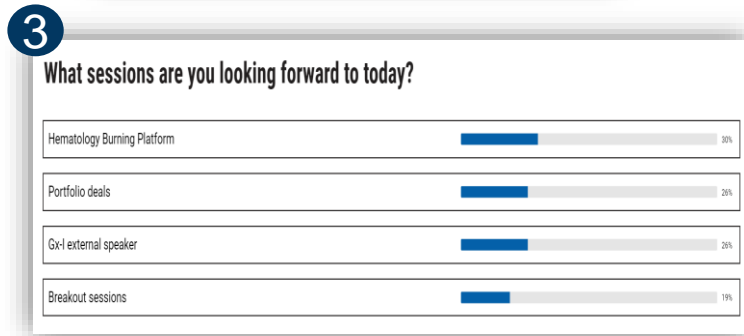
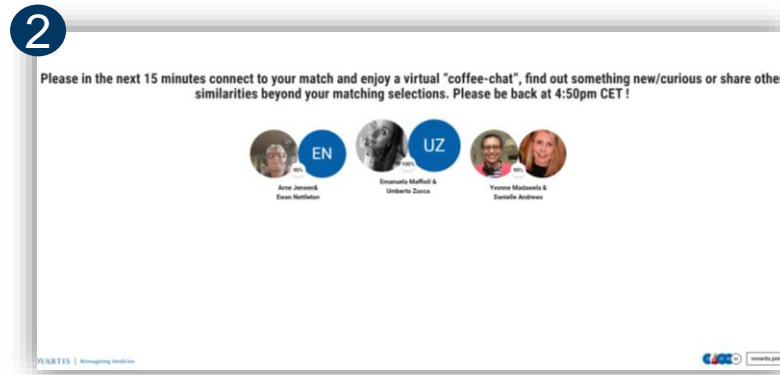
## Outcome

- **Saved significant costs** and avoided logistics
- **90% colleagues invited joined the meeting (total: 50pax)** and very few of them disconnected during the event
- **4,65** feedback out of 5 (1- low to 5 being highest) for **“format was interactive and engaging”**

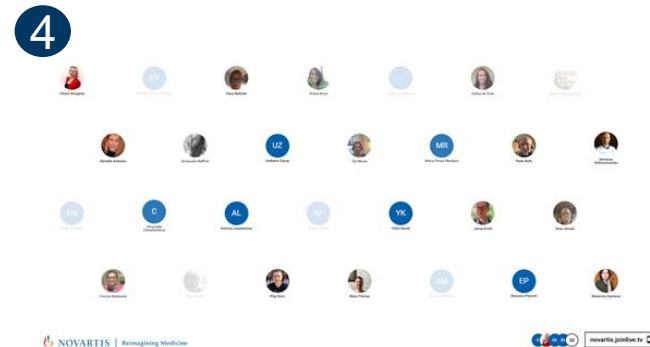
## Lessons learnt

- **Very interactive sessions** despite being virtual - through videos, quiz and games was a winning approach to engage all colleagues
- Every person of the core team had a **specific role** and carried on the tasks alone aligning the team only during the weekly call. This approach definitely worked and helped saving precious time!
- **Quality of the network connection together with several dry-runs** enabled to give stability to the event

# Interactivity sessions managed by agency – Highlights

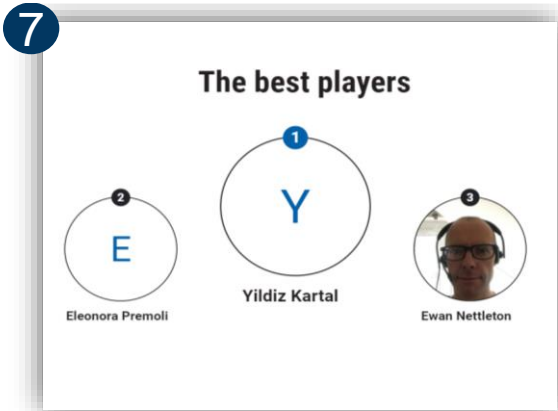
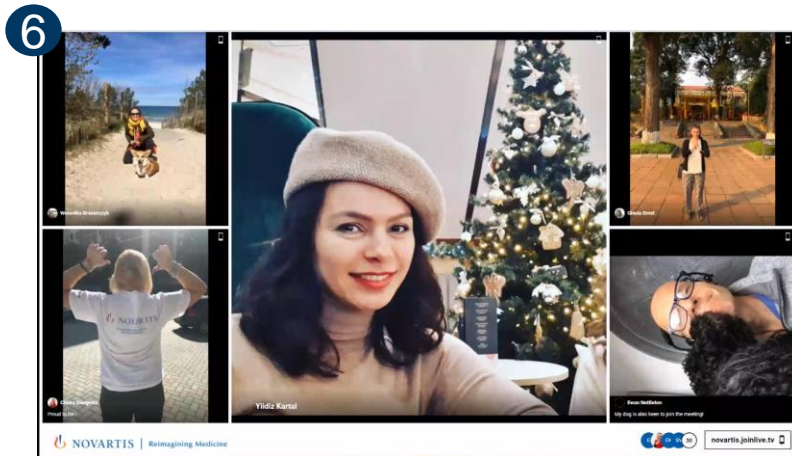


1. Interactivity map
2. Match-making game
3. Poll
4. Uploading selfie and introduction

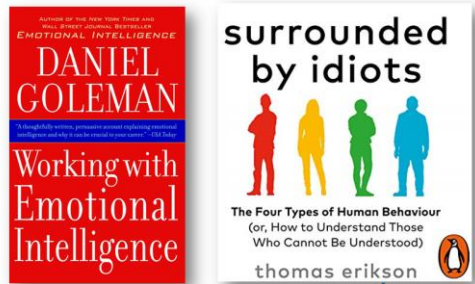


# Interactivity sessions managed by agency – Highlights

5 In one word, what is your take away from the break out session?



**Winner prize! Let's choose your book and enjoy the reading 😊**



- 5. Tagclouds
- 6. «Instagram» game
- 7. Quiz and book prize

# Interactivity sessions managed directly by Novartis core team



The tools have been used to enhance interactivity and to collect feedback from participants

# Guests

Kees Roks  
Head ORE



Sandrine Piret-Gerard,  
Hd GMVA



Indranil Bagchi,  
Hd Value Access

**BLACK  
LIVES  
MATTER**

Pride@Novartis



Anuj Hasija, Hd  
Lifecycle & Established Medicine



# Turning Crisis into Opportunity

## Kick-off

- The first meeting was discouraging: the Meeting Owner was skeptical about the virtual format and would have preferred to postpone the event to 2021 hoping for a F2F format



## Challenge

- Choosing the best format and platform
- Vendor selection: experience in Virtual events, technologies readiness
- High expectations: create the best possible experience for our attendees and be able to connect with them

## What we did

- Shift the mindset and change the strategy, setting up clear objectives within the core team. Clarifying role allocation in the meeting. Do a follow-up with participants. The event was a big challenge, but we made it!



## Key Success Factors

- NBS CONEXTS Congress & Event team supported with full management including agency selection and support during the event
- Agency readiness
- Innovation & collaboration
- Great team work and enthusiasm

# Feedback highlights

*Small event, big impact!*

## Feedback from the Meeting owner:

The NBS CONEXTS team came with high professionally, great ideas, perfect and efficient support and passion before and around the meeting – taking the lead for several aspects of the meeting and taking off my shoulders also any worry with “the paperwork”, finding and managing the agency support seamlessly.

7 hours – not even one full business day spent together but we feel we achieved a lot and are super motivated to keep as a new level starting level! 😊

## Feedback from participants:

The format was interactive and engaging (Ranking 1 to 5)

4.65

Average number

I have been inspired by colleagues during the breakout sessions (Ranking 1 to 5)

4.65

Average number

My experience with the virtual event format was positive (Ranking 1 to 5)

4.56

Average number



# Say cheese! ❤️

