

The 2020 Recap



2020 challenged and changed how we work, live and connect.

In early 2020, when the COVID-19 virus made its way onto center stage, our members shifted quickly to remote work and virtual training. In-person training, field visits, access to hospitals, travel and national meetings were transformed overnight. In a matter of days, LTEN jumped into action to curate and deliver resources to help members address this unprecedented and sudden shift in work.

Behind the scenes, LTEN developed a new membership platform, complete with a new mobile responsive website and expanded self-serve tools.

A Look at 2020 by the Numbers



986
Virtual Attendees

This year, LTEN hosted more than 16 virtual events including a first-ever virtual conference, leadership forum, mixers and certificate programs. We also introduced a new online workshop focused exclusively on designing and delivering virtual training.

100+
Hours of
On-Demand Content

From webinars, Learning Labs, workshops, keynotes and breakout sessions, LTEN provided LTEN members with hours of thought-leadership through the tumultuous year.

104,801
Website
Visits



LTEN members and the wider life sciences training and education community visited our website in search of tools and resources to thrive in this new socially-distanced world. 2020 saw nearly 68k web visitors consume LTEN content online.

7,382
Social Media Followers

We continued to build presence across social media platforms. We saw massive growth on Twitter and LinkedIn, with 105% and 256% growth, respectively. Social media drove more than 100k website visits.



Global Reach



LTEN Focus on Training also had its most international year in 2020, with readers from 109 different countries reading *Focus* online. By comparison, 2019 issues saw readers from 77 countries.

3X
Webinars Hosted

LTEN members and industry partners stepped up in a major way, leading webinars covering topics including virtual training, facilitation, virtual selling, diversity and managing the 'new normal.'



LTEN[®] FOCUS ON TRAINING

10 Issues of 'Focus'

In addition to the quarterly print magazine, awards and Connect preview issues, LTEN produced four special issues of *LTEN Focus on Training* devoted to field sales training, global training, training technology and non-commercial training (new in 2020!).

400%
Increase in Webinar Attendees

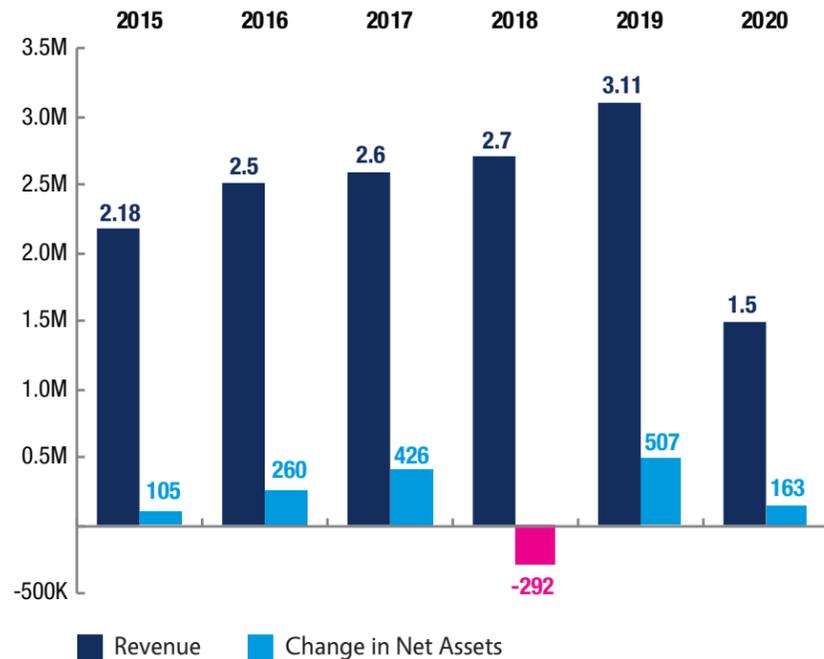
LTEN webinars registered 8,433 people, with 4,272 attending live. That's more than a 300% increase in registrants and nearly 400% more attendees.



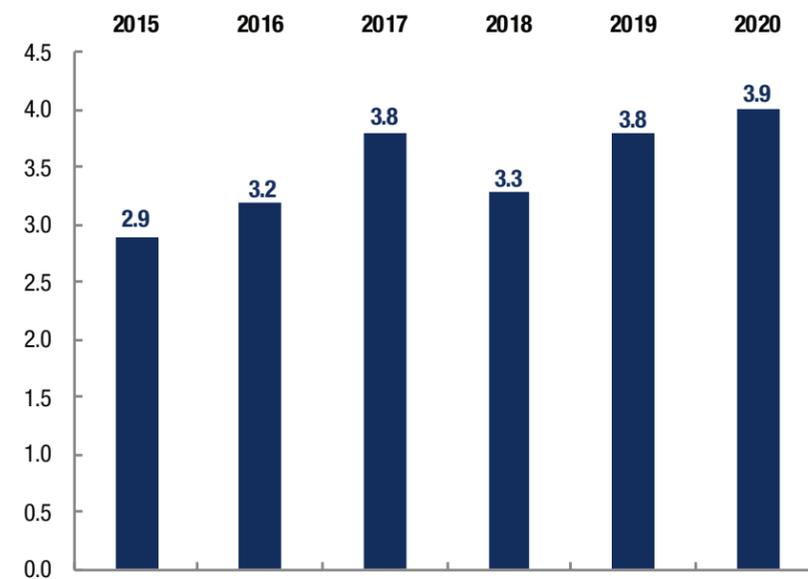
12,432
Readers

The number of opens/visits to the LTEN digital publications increased significantly, jumping to 12,432 in 2020 from 8,728 in 2019, a 42% increase.

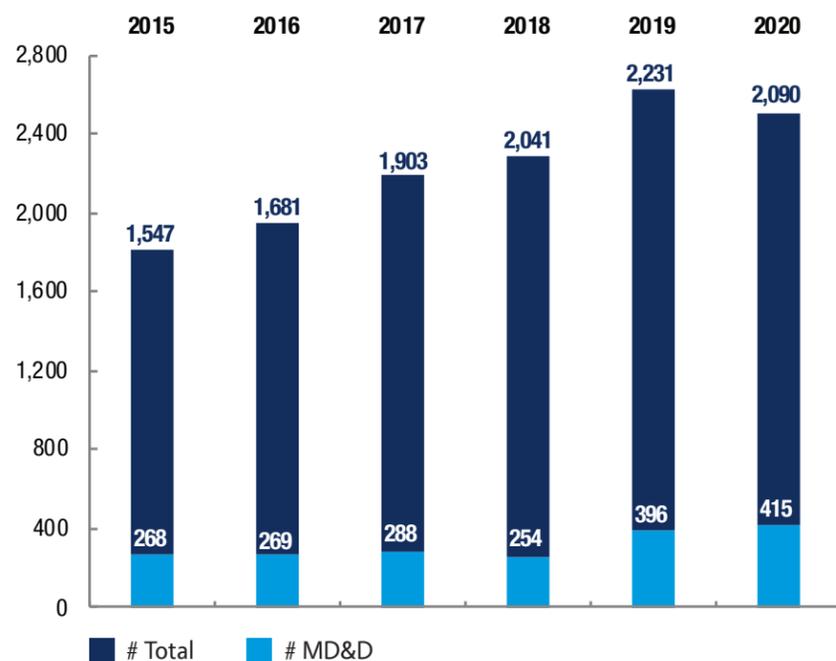
Revenue/Change In Net Assets



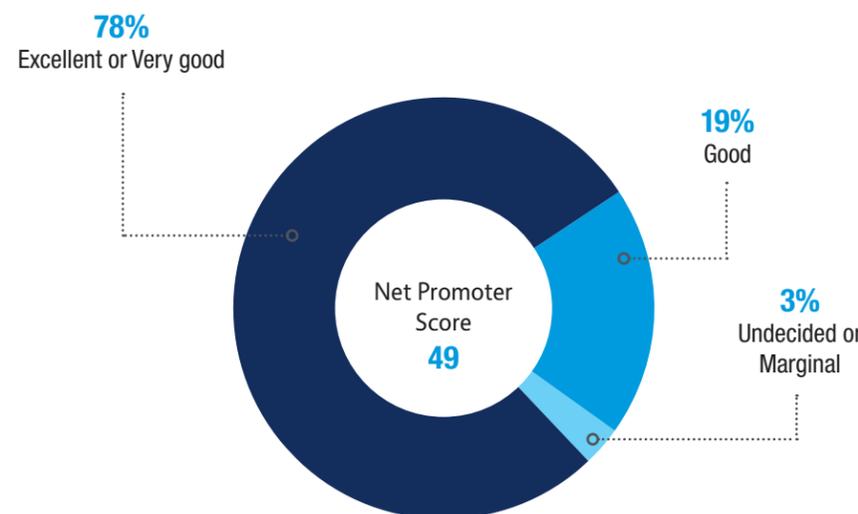
Current Capital (in millions)



Total Members



2020 Member Satisfaction



81% of members indicated they are extremely or very likely to renew their LTEN membership

“As a learning professional in Pharma, LTEN provides me access to expert resources and insights that enable me to build my knowledge and the value I bring to my organization.”

J. Picardi

Takeda Pharmaceutical Company Limited

“Valuable workshops and seminars offered, great opportunity to network, and the LTEN learning lounge has wonderful practical content.”

A. Patel

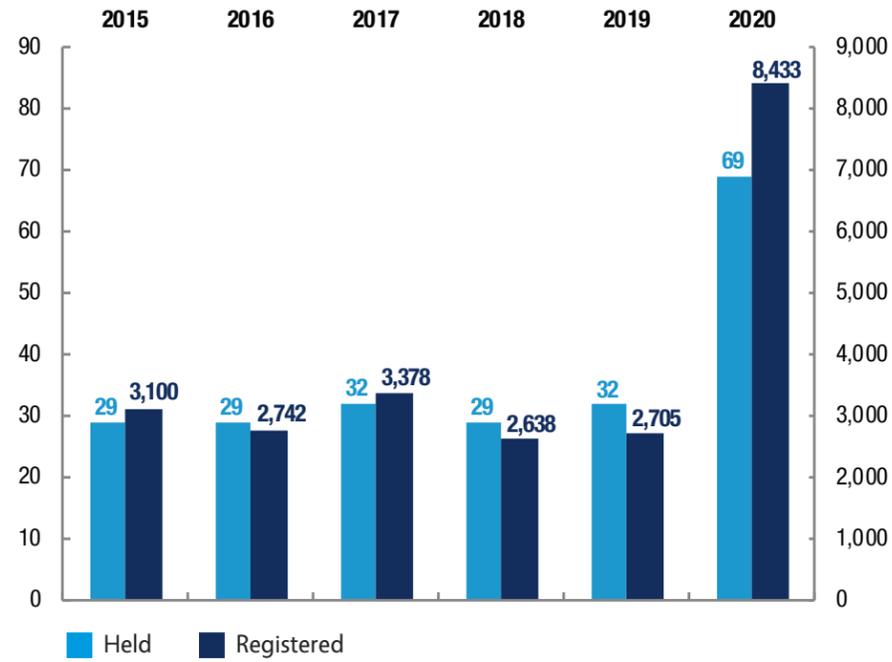
Sandoz, A Novartis Division

“There is a variety of benefits—webinars, networking, magazine with great articles featuring a variety of actual people in the field, self-paced on-demand sessions...the webinars are very relevant like when Covid hit and we were all trying to figure out virtual training.”

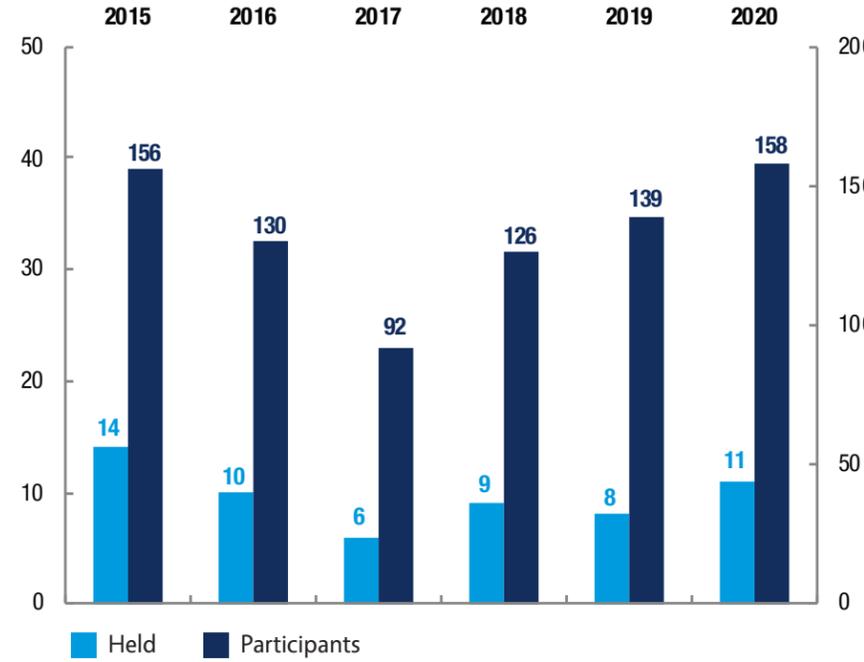
S. Oliver

Indivior

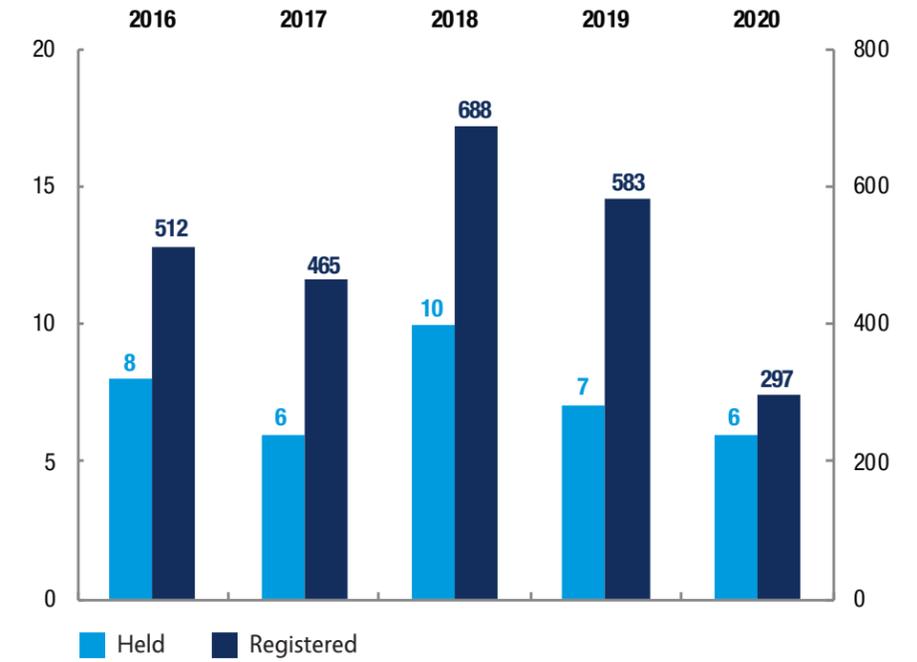
Webinars



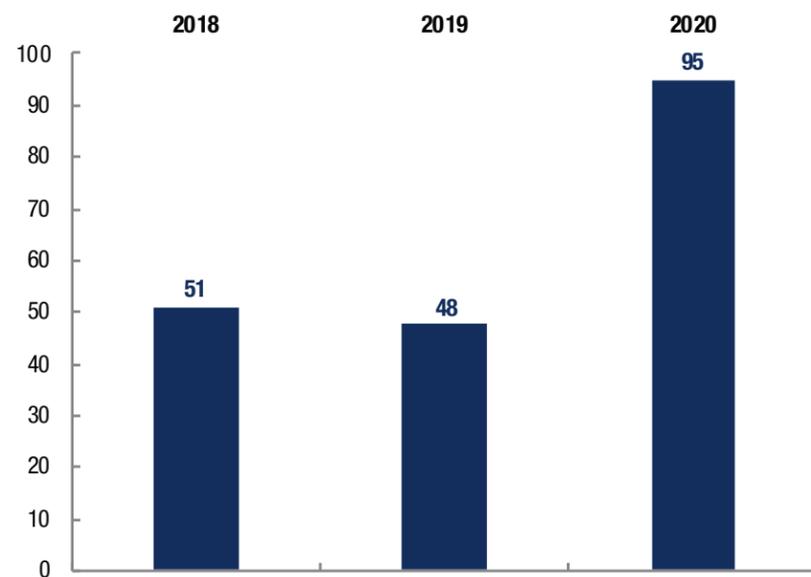
Certificate Programs



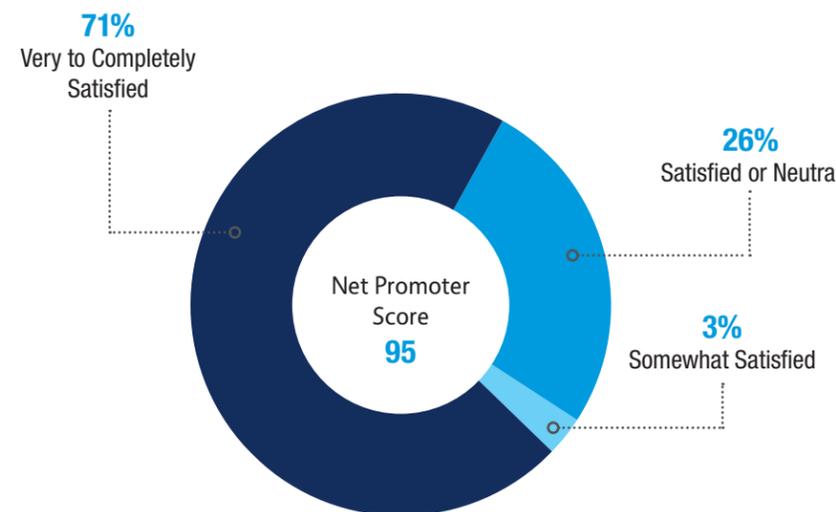
Networking Mixers Registration



Learning Executive Forum Registration

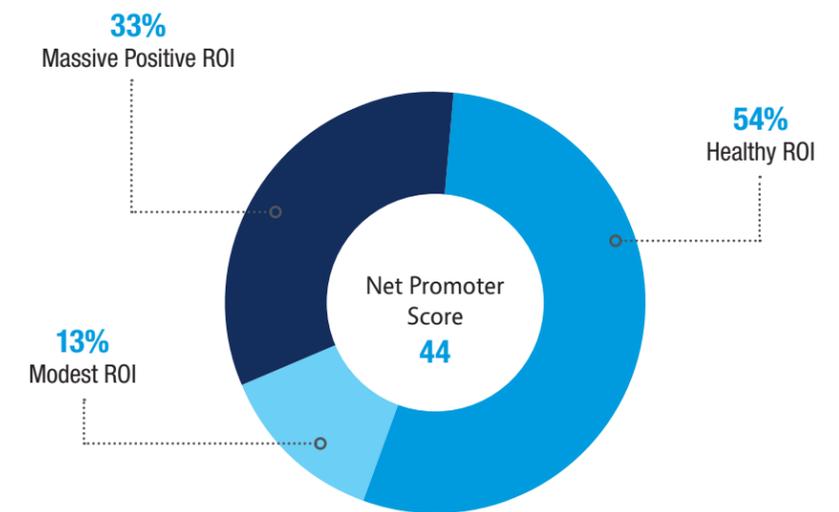


2020 Learning Executive Forum Satisfaction



Event was held virtually and featured reception, keynote, Learning Labs & exhibit hall.

2020 LTEN Connect Attendee Rated ROI



588 Registrants & 37 Exhibitors

Total Visitors

Visitors: **67,235 vs 51,197 +31% YOY**
 New Users: **66,920 vs 50,492 +33% YOY**

Top Content

- PrimeTime! Core: **+272% YOY**
- Webinars: **+180% YOY**
- Learning Library: **+100% YOY**
- 6Ds: **+96% YOY**
- Member Center: **+56% YOY**

Audience Acquisition Overview

Channels & Increased Traffic Year over Year

- Direct **32%** ↑
- Web Search **2%** ↑
- Email **319%** ↑
- Referral **37%** ↑
- Social **117%** ↑
- Paid Search **1,206%** ↑



Page Views

Page Views: **576,615 vs 300,825 +92% YOY**
 Sessions: **104,801 vs 76,672 +37% YOY**

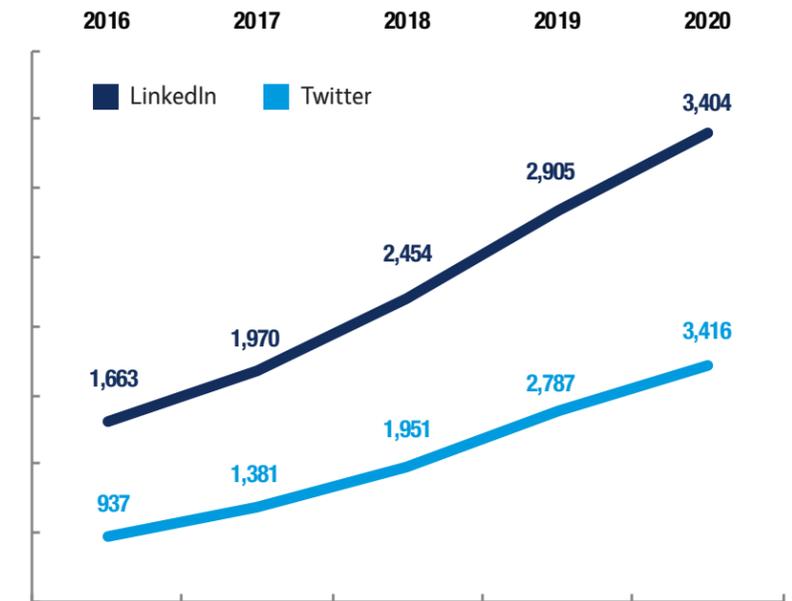
- Virtual Training Resources: **New in 2020 & #4 Most Visited Page**
- Events Calendar: **-7% YOY**
- Total Trainer: **-7% YOY**

Mobile App Adoption & Engagement

One-Year Snapshot

- **TOTAL USERS: 983**
- **NEWS FEED Views: 1,652 and Likes: 647**
- **FORUM VIEWS: 1,118**
- **CHATS: 892**
- **EVENT OPENS: 1,275**

5-Year Snapshot



2020 Net Followers Growth: Twitter +17% and LinkedIn +23%
5-Year Net Followers Growth: Twitter +105% and LinkedIn +265%

Social Media Engagement

LinkedIn

- Net Followers Growth: **23%**
- Total Impressions: **215K**
- Average Engagement Rate: **5.2%**

Twitter

- Net Followers Growth: **17%**
- Impressions Growth: **9%**

Instagram

- Total Page Followers: **509**
- Net Followers Growth: **16%**
- Total Page Likes: **452**
- Net Page Likes Growth: **2%**

Facebook

- Total Posts: **179**
- Total Followers: **53**
- Total Following: **84**



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK



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