



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

2018 LTEN Annual Report



VISION

Life Sciences Trainers & Educators Network—
Advancing Global Life Sciences Learning.



MISSION

LTEN is the essential resource for life sciences trainer education and networking; enabling members to harness their collective knowledge, apply leading-edge technology and deliver world class learning.



VALUE PROPOSITION

Only LTEN specializes in meeting the needs of life sciences learning professionals. LTEN shares the knowledge of industry leaders, provides insight into new technologies, offers innovative solutions and communities of practice that grow careers and organizational capabilities.

Letter to LTEN Members

2018 marked a turning point for our organization. We committed more time and resources than ever to re-imagining customer experience and how technology can meet the needs of our members.

The Intersection between Technology & User Experience

Not only was the 47th LTEN Annual Conference the largest event we have held to date, but it was the year we invested the most in showcasing technology across the event. The event boasted a hologram in the general session, the Amazon Alexa stations, live-streamed awards ceremony, recorded workshop sessions, and self check-in system to improve user experience.

Members Help Shape LTEN

Committees have played a significant role in shaping the future of the organization and uncovering needs from various communities of practice. Committees include the new Preferred Industry Partner (PIPs) advisory council, field trainers, non-commercial training, training leadership and global learning.

Bringing Training Executives Together

The second annual LTEN Learning Executive Forum, a one-day meeting for senior training leaders, brought together 60 training executives to discuss common challenges, the latest in training and to gain actionable takeaways. The event featured hands-on and group activities.

Engagement, Engagement, Engagement

LTEN introduced a new website chat tool to assist web visitors and members with frequently asked questions, including questions regarding membership renewal, event registration and resource requests. More than 339 chats were initiated from March through December.

LTEN also made investments in the online community platform, LTEN SocialLink, by providing a community manager to help in answering real-time questions and support members in posting and answering questions. The efforts resulted in an exponential leap in engagement.

Aligning Global Expansion Efforts with Vision & Mission

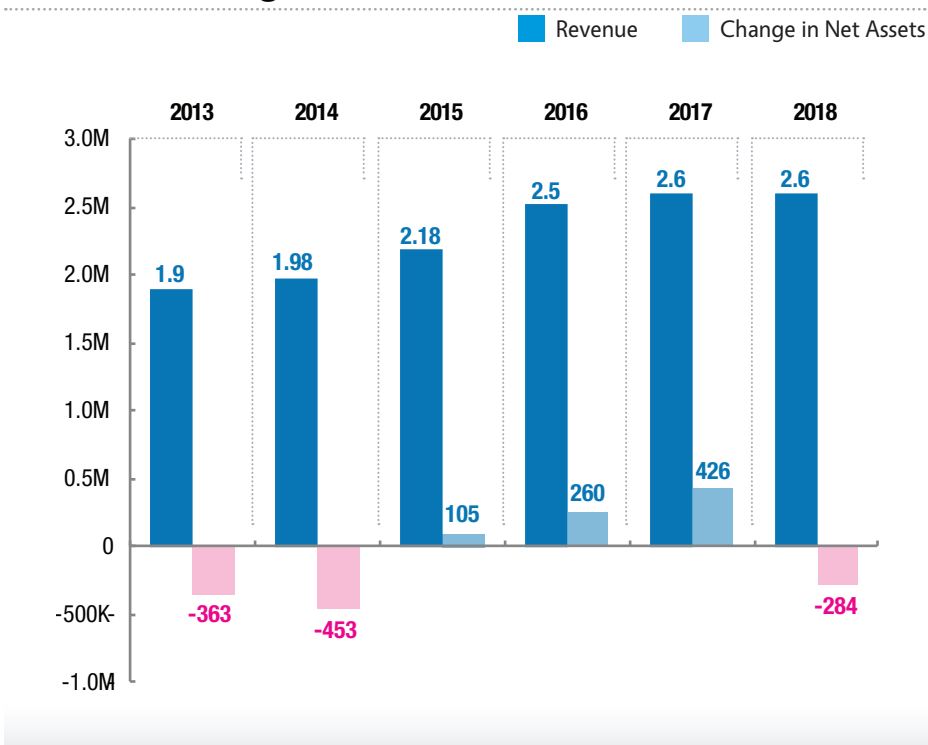
The Global Learning Committee took up the lofty task of charting a path forward for growing LTEN global reach through strategic partnerships and investments in technology, starting in 2019. In late 2018, language translation was added to the conference and main website with more tools planned for 2019.

We turn our eyes toward 2019 with a continued focus on technology and end-user experiences. It is you, our members, who inform our decisions and your support and engagement make all of this possible.

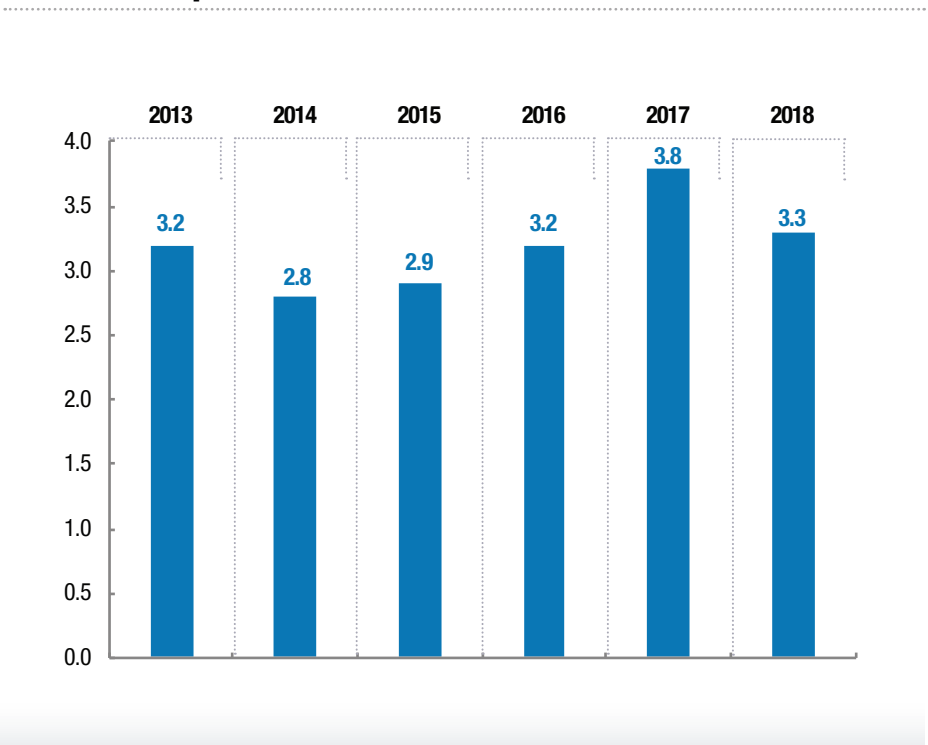
Dawn Brehm
Executive Director, LTEN

Financials

Revenue/Change In Net Assets

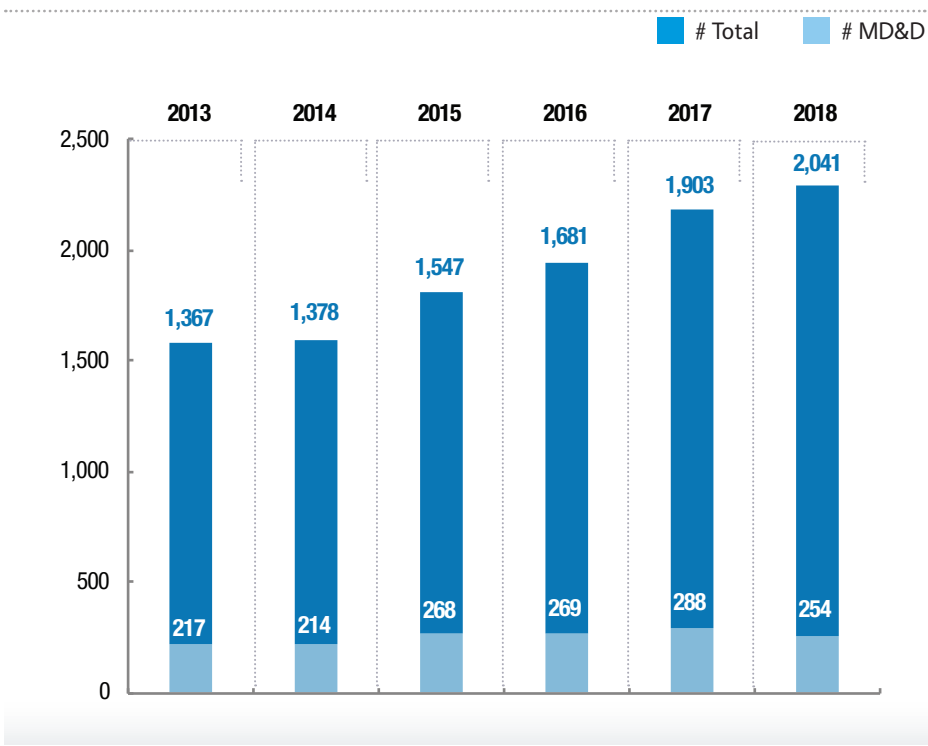


Current Capital (in millions)

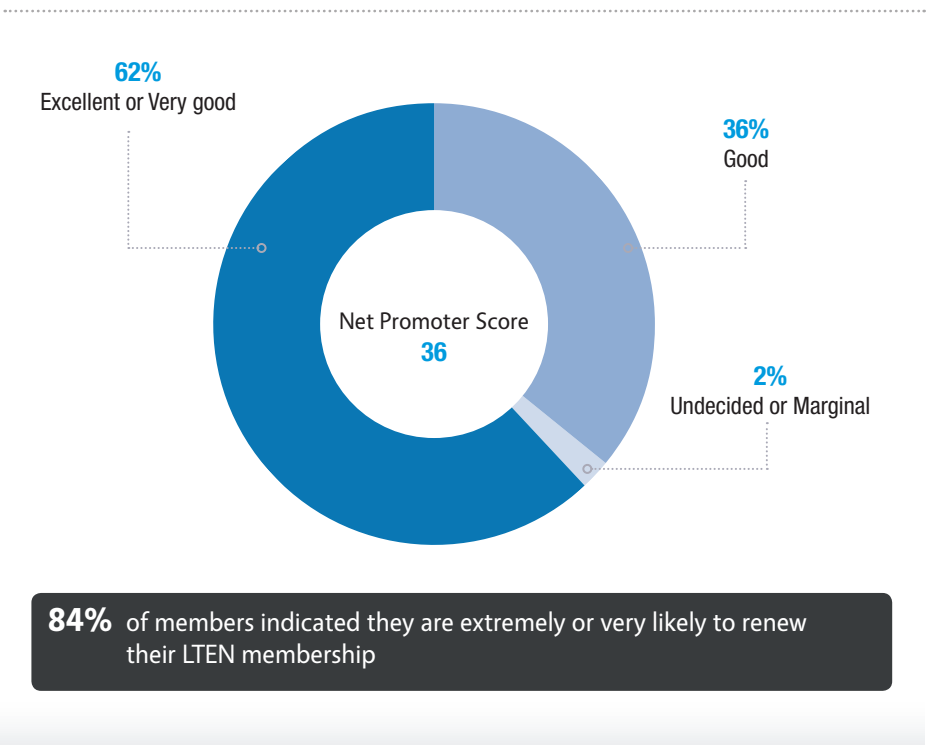


Membership

Total Members

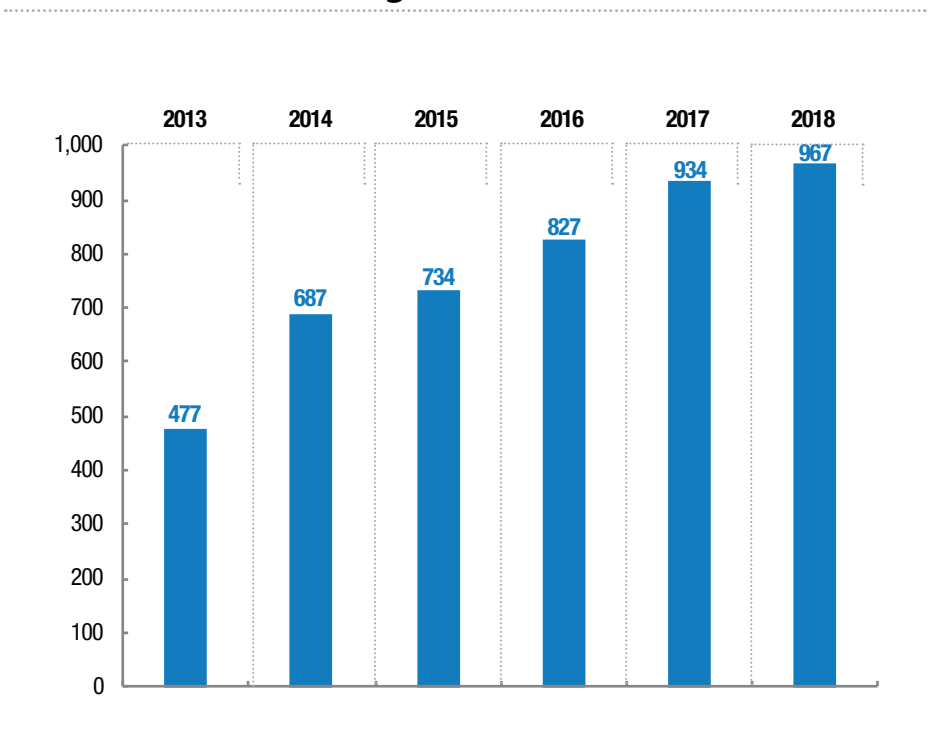


2018 Member Satisfaction

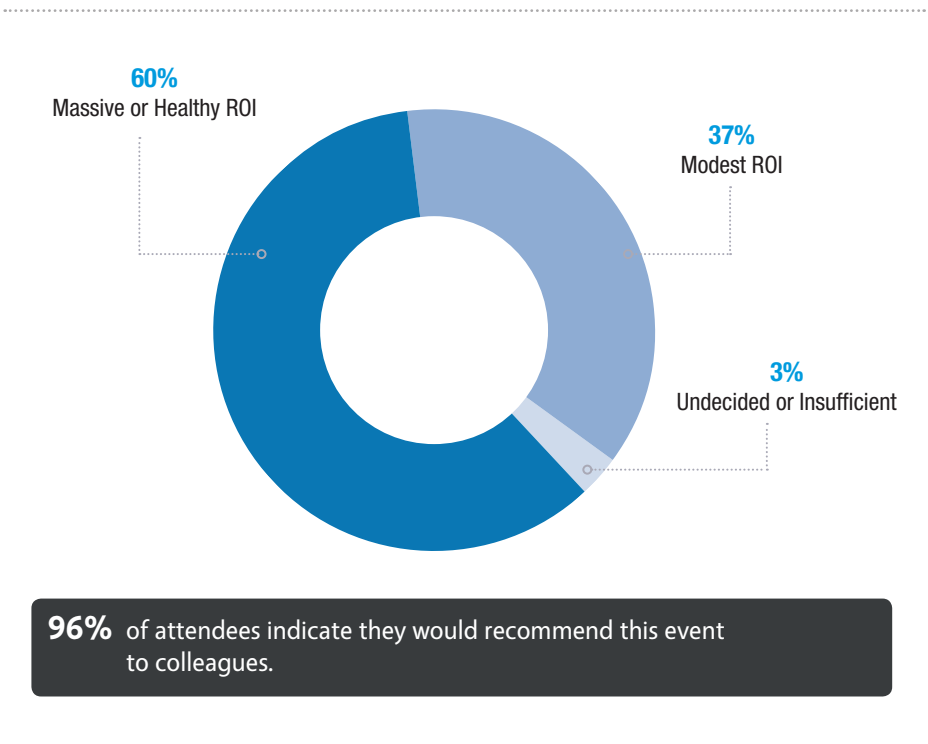


Learning & Community

Annual Conference Registration

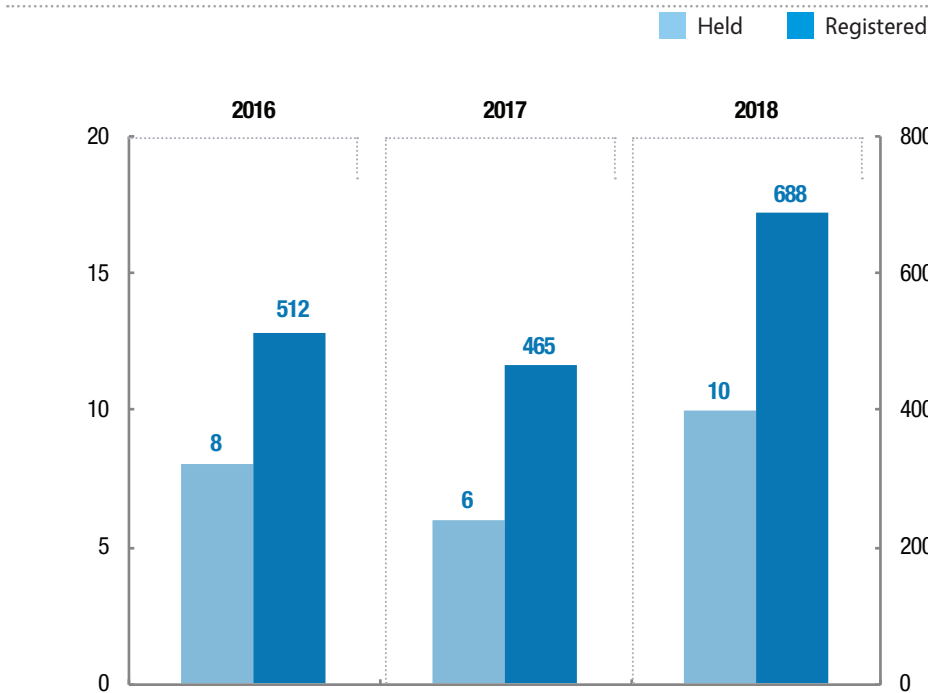


2018 Annual Conference ROI & Referrals



Learning & Community (cont.)

Networking Mixers Registration

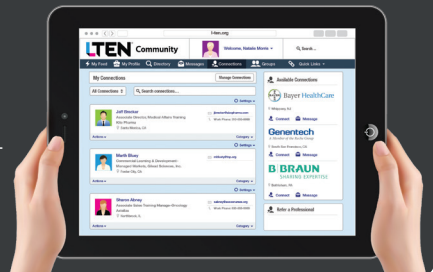


SocialLink Engagement

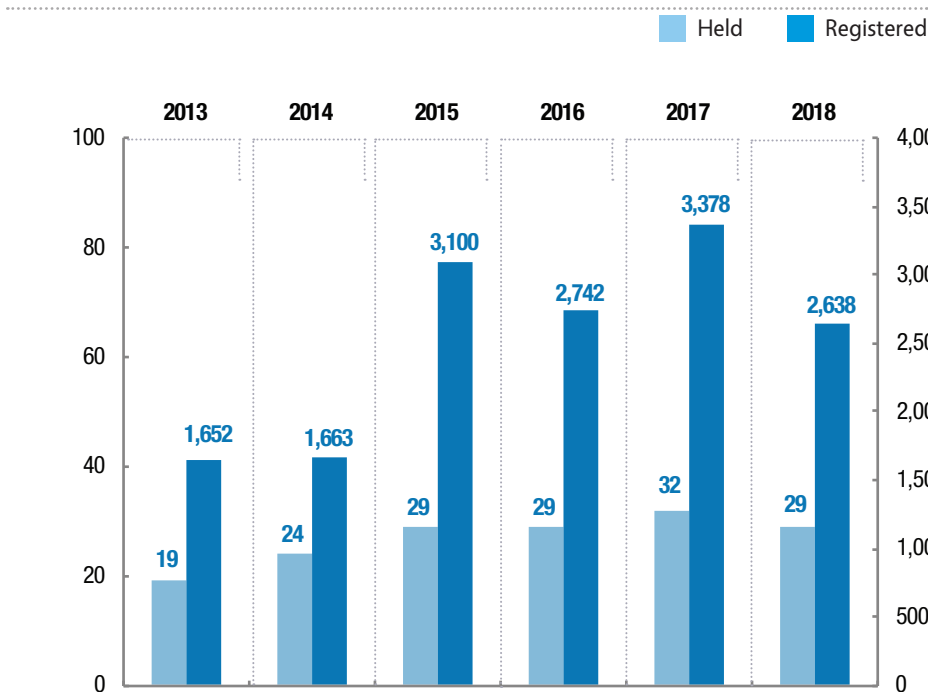
5 Month Snapshot

Since August 2018

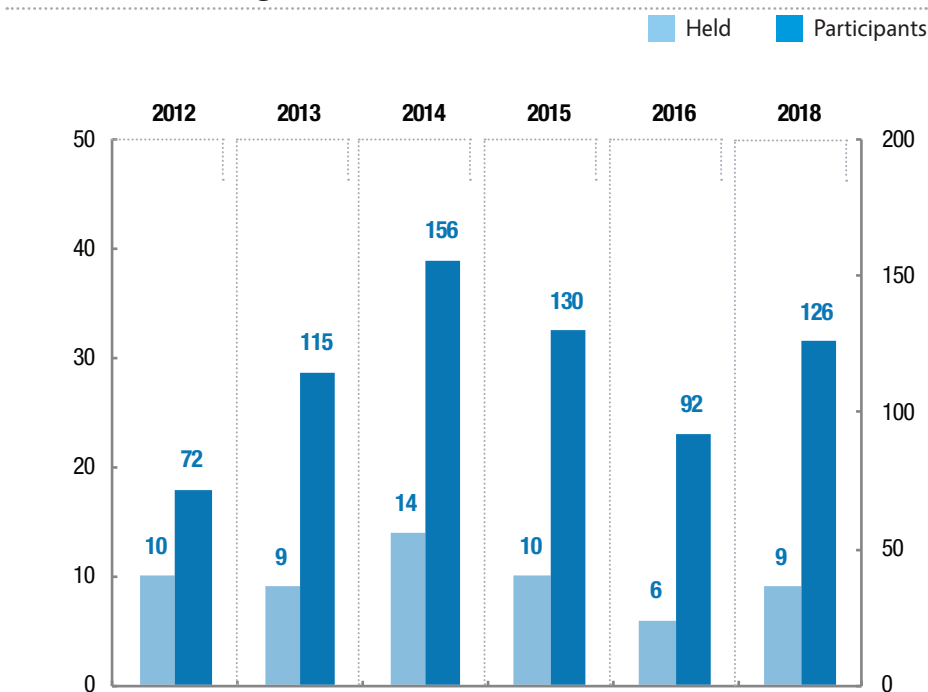
- NEW Community Manager enlisted at end of July 2018
- 90 Posts by Community Manager
- 32 Posts/Questions by Members—Average of 6.5 member posts monthly
- 207 Likes/Shares/Comments—Average of 41 actions monthly



Webinars



Certificate Programs



@yourLTEN Social Channels

Twitter



2,454

FOLLOWERS

25%

↑

Growth from 2017 to 2018. LTEN had 1,970 followers in 2017 and ended with 2,454 in 2018.

Since 2015, LTEN Twitter followers have grown by 95%

The impressions crossed half a million mark in 2018 – it was 614,400.

Average engagement throughout the year was higher than industry average at .4%

18%

↑

Growth from 2016 to 2017

Linkedin



1,951

FOLLOWERS

41%

↑

Growth from 2017 to 2018. LTEN now has 1,951 followers

We added 564 new followers in 2018 – the highest net annual followers growth so far. It was 461 in 2017.

While the impressions dropped by 26% annually, the average engagement increased by a historic 123% from 2017.

The average engagement rate of LTEN posts was 3.3% in 2018. On an average, most brands struggle to achieve 1% engagement rate.

47%

↑

Growth from 2016 to 2017

Facebook



419

FOLLOWERS

9.6%

↑

Growth from 382 in 2017 to 419 in 2018

YouTube



8,308

VIEWS

34%

↑

Growth YOY