



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

2019 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

Our goal is to deliver on the mission of LTEN, ensuring our members are prepared to meet the challenges they face daily in an ever-evolving healthcare landscape.

LTEN leadership and staff begin every year by brainstorming what a better LTEN looks like for our members. We marry that vision with the three strategic pillars that guide our decisions: Advance Global Life Sciences Learning, Focus on Member Value and Experience, and a Continued Focus on Member Retention and Growth.

Those decisions are not made in a vacuum. All year long, we collect your feedback, listen to your suggestions and rely on our members to inform our direction. The milestone moments are owed to the many community members who breathe life into LTEN with their fresh ideas and hard work.

2019 was an incredibly exciting year for LTEN. We experienced our biggest and most successful LTEN Annual Conference to date. Our flagship event saw the largest number of non-commercial, medical device and diagnostic and global trainers, and we expanded offerings to include more Learning Labs and speed coaching.

We also expanded our reach to serve our Canadian members by hosting a networking event with AbbVie Canada in Montreal.

LTEN Field Trainers Committee embarked on a yearslong journey to create new offerings for field trainers, including a comprehensive guide outlining competencies, complete with resource recommendations for each skill. They also introduced a special eLearning Lounge bundle specifically for field trainers. In 2020, we're announcing a new scholarship for this LTEN community, to help field trainers continue to expand their skills and network.

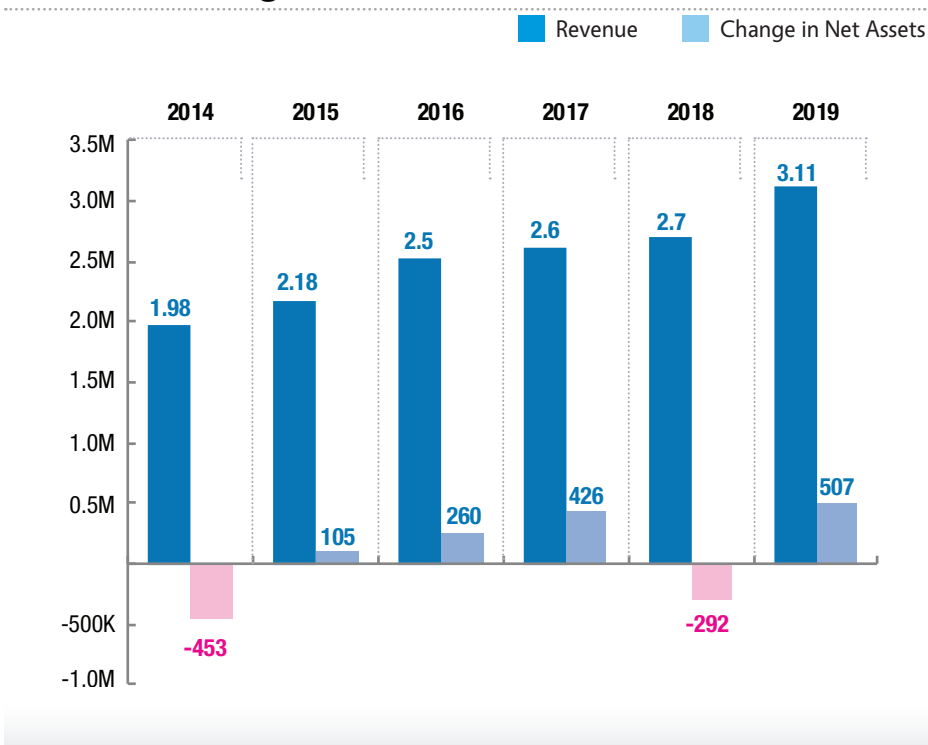
LTEN relaunched the LTEN On-the-Go app, a tool that literally will put LTEN resources and network in the pocket of our members.

You'll find these specific initiatives and our additional wins in year's report. Thank you, sincerely, for all that you've done to help us grow and thrive in 2019 and setting us on a path for continued success in 2020.

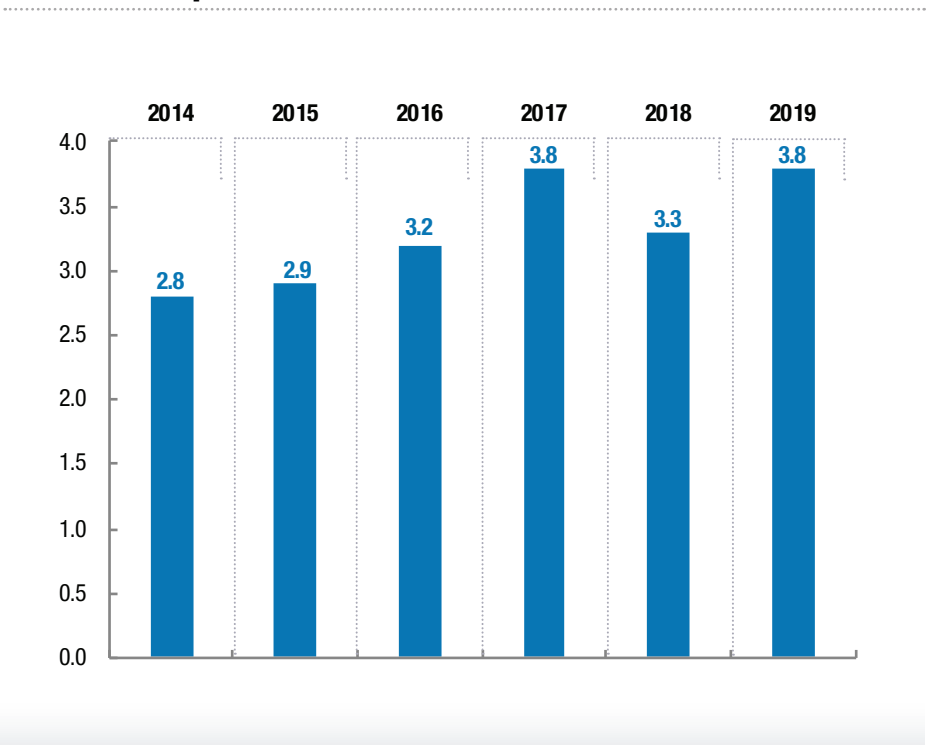
Dawn Brehm
Executive Director, LTEN

Financials

Revenue/Change In Net Assets

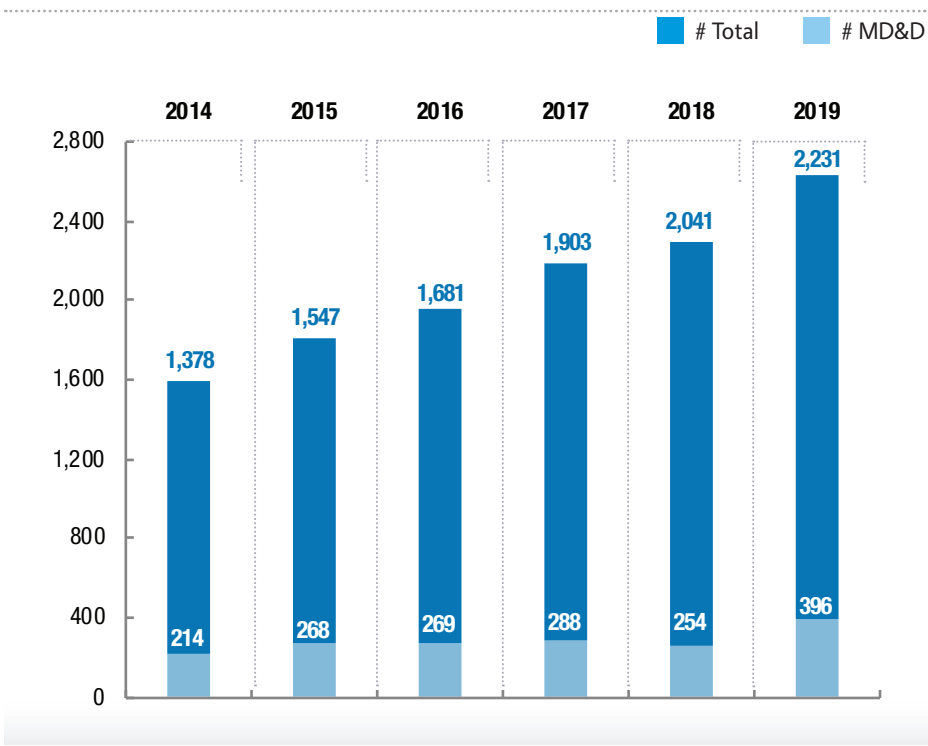


Current Capital (in millions)

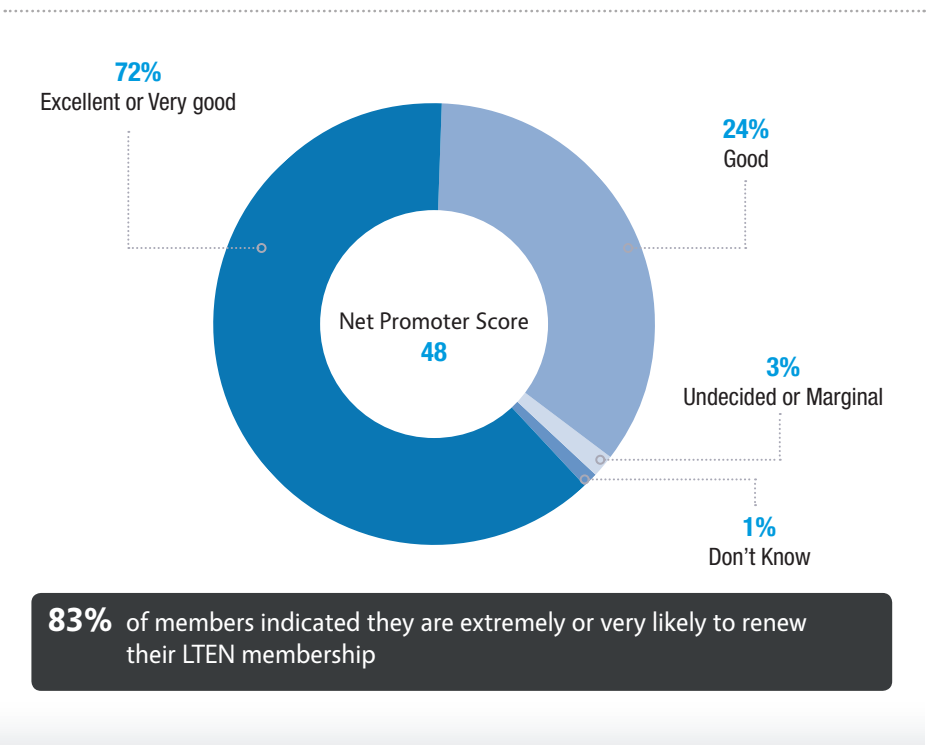


Membership

Total Members

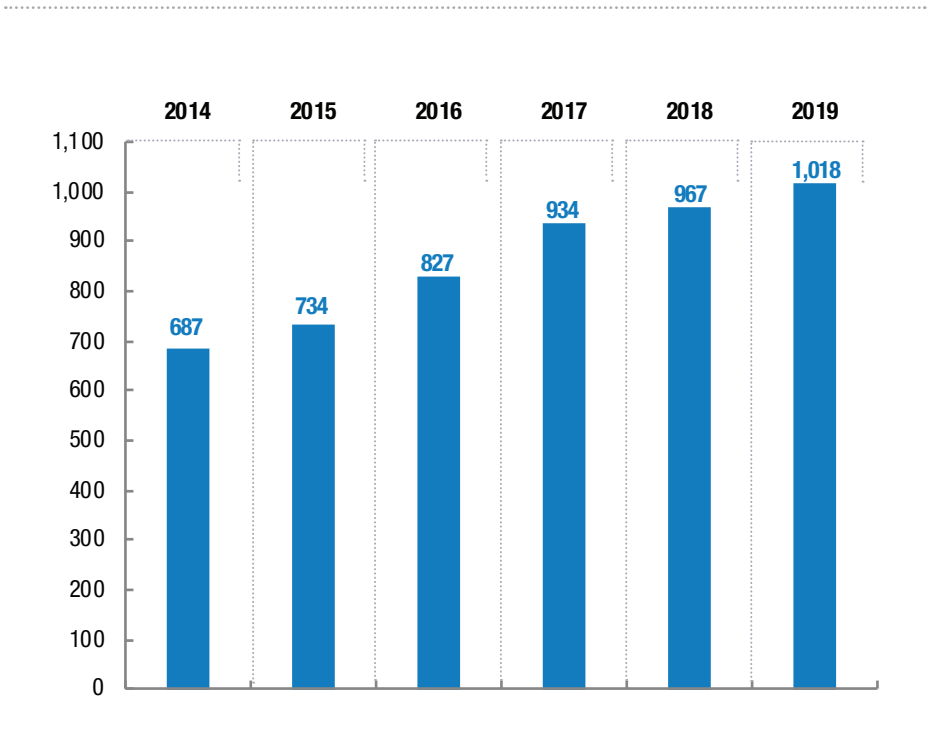


2019 Member Satisfaction

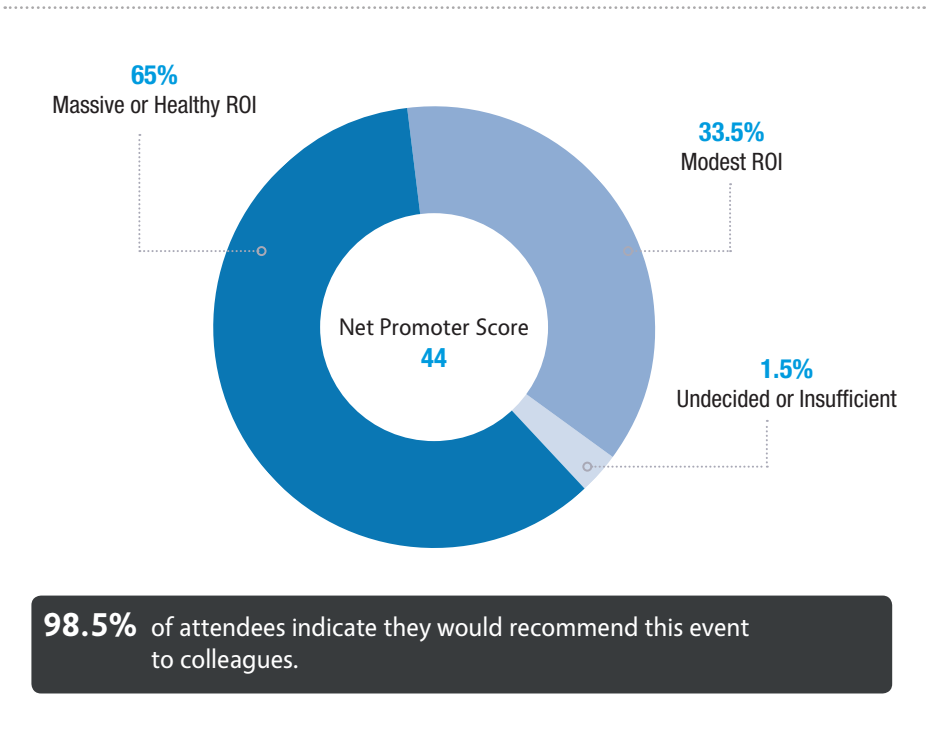


Learning & Community

Annual Conference Registration

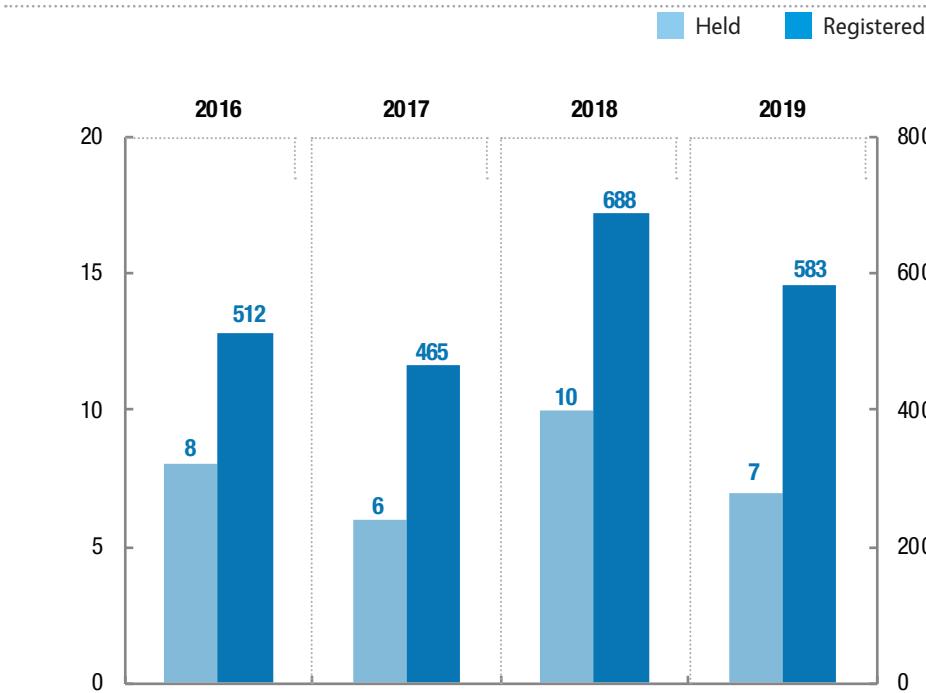


2019 Annual Conference ROI & Referrals



Learning & Community (cont.)

Networking Mixers Registration



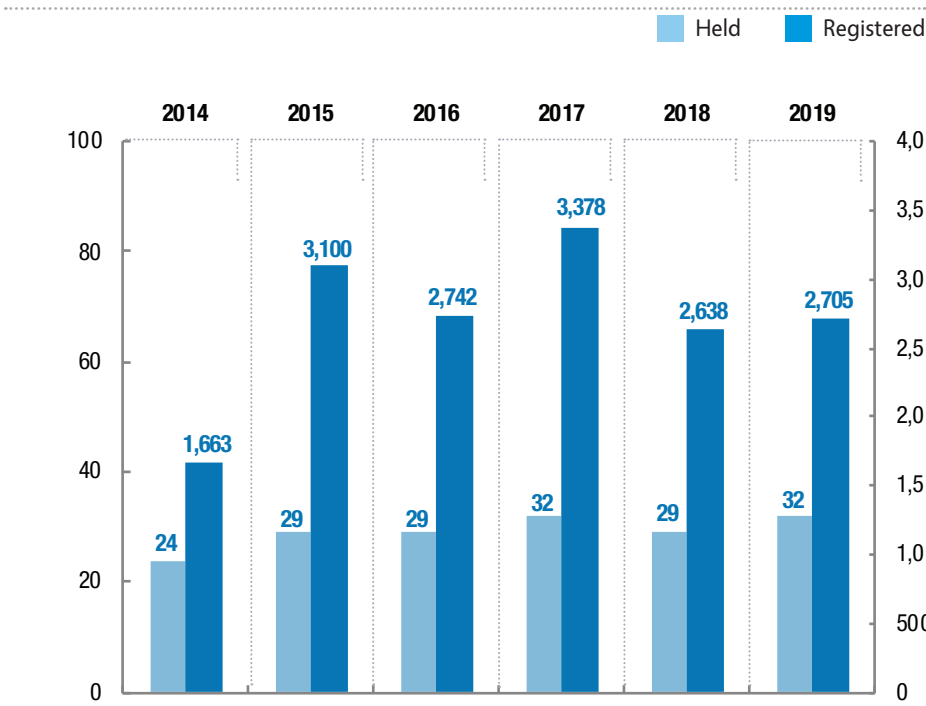
Mobile App Adoption & Engagement

6 Month Snapshot

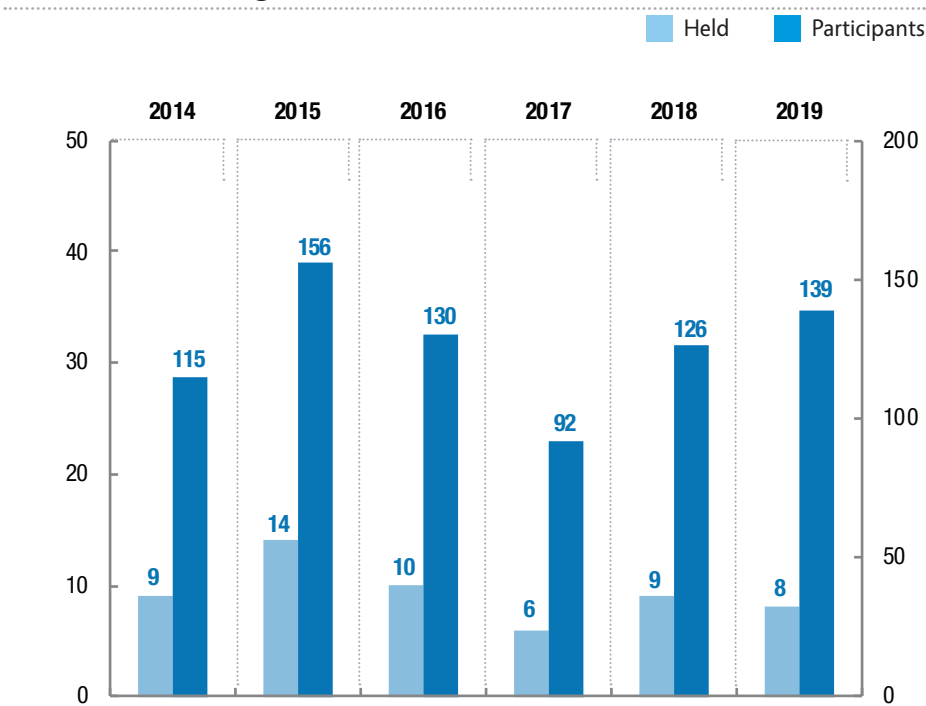
Introduced June 2019

- TOTAL USERS: 844
- NEWS FEED
Views: 2,620 and Likes: 1,333
- FORUM VIEWS: 1,418
- CHATS: 3,419
- EVENT VIEWS: 8,646

Webinars



Certificate Programs



@yourLTEN Social Channels

Twitter

 **2,905**
FOLLOWERS

18% ↑ Growth from 2018 to 2019.
LTEN had 2,454 followers in 2018 and ended with 2,905 in 2019.
Impressions growth – 8%
In 2019, the LTEN tweets’ impressions reached 666.1K. It was 614.4K in 2018 and 394.6K in 2017.
The 2017–19 impressions growth on Twitter was 69%.

131% 5-Year Net Follows Growth

Linkedin

 **2,787**
FOLLOWERS

43% ↑ Increase from 2018 to 2019.
We added 836 new followers in 2019 – the highest net annual growth of followers to date.
Total impressions – 211.7K
Average engagement rate – 5.12%
LTEN has a highly engaged follower community on LinkedIn. The average engagement rate of 2% is considered good, and anything above that is great.

365% 5-Year Net Follows Growth

Facebook

 **475**
FOLLOWERS

14.3% ↑ Growth in 2019
9.6% ↑ Growth from 382 in 2017 to 419 in 2018

YouTube

 **10,100**
VIEWS

21.5% ↑ Growth in 2019
34% ↑ Growth YOY

New Technology

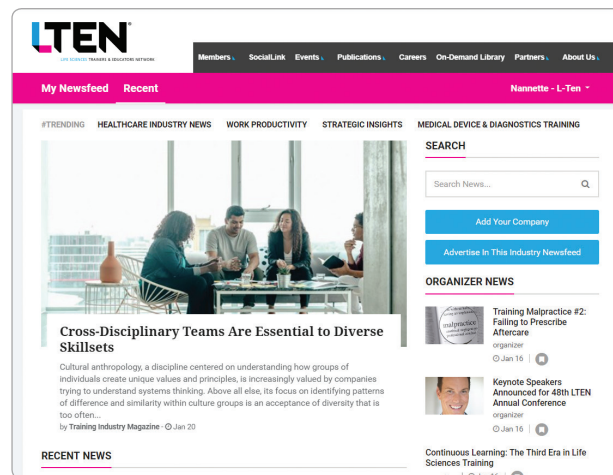
LTEN On-the-Go Mobile App



Introduced June 2019

- One-to-one and group communications tools
- Members-only forum discussions
- Easy event registration
- Profile management

LTEN IndustryBrief



- Customizable newsletter featuring LTEN, industry and partner news
- Distributed twice monthly
- Average 20% open rate and 55% click rate
- Non-dues revenue through advertising
- Lead generation tool

LTEN Focus on Training Magazine

- Overall readership numbers are strong and the publications continue to grow.
- In the 2019 LTEN member survey, *Focus* scored second only to the LTEN website as a quality resource.
- *Focus* readership is up significantly in 2019, with 6,097 unique visitors reading digital *Focus* issues. That's up 20% from the 4,815 unique readers in 2018, making 2019 the strongest year yet for digital *Focus* readership.
- The 2019 issues of *Focus* also saw a 32% increase in overall page views, with 110,124 page views in 2019, compared to 74,980 in 2018
- The number of opens/visits to the LTEN digital publications also increased significantly in 2019, jumping from 6,348 in 2018 to 8,728 in 2019, a 27% increase.
- *LTEN Focus on Training* also had its most international year in 2019, with readers from 77 different countries visiting a *Focus* issue. Top countries are: United States: 6,876 readers, Canada: 468 readers, India: 328 readers, United Kingdom: 270 readers, and Germany: 128 readers



Nine issues of *LTEN Focus on Training* Magazine produced in 2019:

- Four quarterly print publications
- Three special topics issues: field training, global training and training technology
- One conference preview issue
- One awards issue



Connecting LTEN Members & Communities of Practice

- First-ever networking mixer in Montreal co-hosted with AbbVie Canada. Largest attendance at a global mixer at 68 attendees
- Development of a Field Trainers Competencies Guide and accompanying resources to target those competencies
- Introduction of a new Field Trainers Scholarship, being rolled out to LTEN members in January 2020
- New Field Trainers eLearning Lounge bundle
- Successful LTEN Learning Executive Forum, attracting 49 participants (35 Pharmaceutical & Biotech, 14 Medical Device & Diagnostics) - Event format included a morning of learning with learning strategist Kelly Palmer
- Working with LTEN member volunteers as our social outreach team – weekly emails with social shares, helping extend our reach
- Industry partners continued to provide essential support to the LTEN community, by increasing participation and sponsorship in LTEN events. The PIP Advisory Council provided valuable input to decisions affecting the PIP community. Preferred Industry Partners grew to 49 companies in 2019 and hosted 55 Learning Labs at the 2019 conference.

LTEN Annual Conference



- Largest number of International Delegates attendees 78 out of 1,018 – 7.5%!
- Increases in non-commercial and medical device and diagnostic trainers attending – 45% and 62% increases respectively
- Professional headshots offered – 200 attendees took advantage of this new offering
- Self-badge printing and additional registration locations
- 47% growth in attendance from 2014 to 2019
- 500 baskets assembled at the community-building charity event, benefiting the local organization, GRACE
- Introduction of new Speed Coaching sessions - 37 coaches and 36 mentees met at the conference with overwhelmingly positive feedback