



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

2017 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

Bringing More Value to LTEN Members through Technology

The LTEN team kicked off 2017 with a charge to enhance our technology. In conversations with the LTEN Board of Directors, Advisory Council and our member community, there was a clear need for robust tools and easier access to LTEN resources. We investigated multiple solutions to provide our members with tools that would bring us closer to that goal.

In January, we introduced a new LTEN Career Center and eLearning Lounge micro-learning series. The career center not only boasted a clean mobile-responsive user interface, but included easy member sign-in, new tools for job seekers and employers.

The LTEN eLearning Lounge was a joint project between LTEN, Indegene and CMR Institute as well as the LTEN Technology Committee. The 14-module, on-demand, micro-learning sessions cover key principles and fundamentals of developing and executing L&D. The key objective was to provide training teams a way to onboard new trainers, develop field trainers and sharpen skills of existing staff. Training leaders have shared their case studies and success stories with us. See the case studies at www.L-TEN.org/eLearn.

In February, we launched the new LTEN member website and new community platform, LTEN SocialLink. Both tools use a mobile-responsive design for easier viewing across mobile devices. The website was reorganized to help members quickly access the tools they use most often. We've also expanded our library of on-demand webinars, videos and articles to ensure you have access to every resource we offer with the help of a single search bar.

The SocialLink community platform is a simple platform, featuring a news feed, and groups that are aligned to Communities of Practice (Medical Device, GxP/Non-Commercial, Field-Based Trainers, Leaders). We hope to see the platform serve as a hub where LTEN members come to first to seek advice and share content.

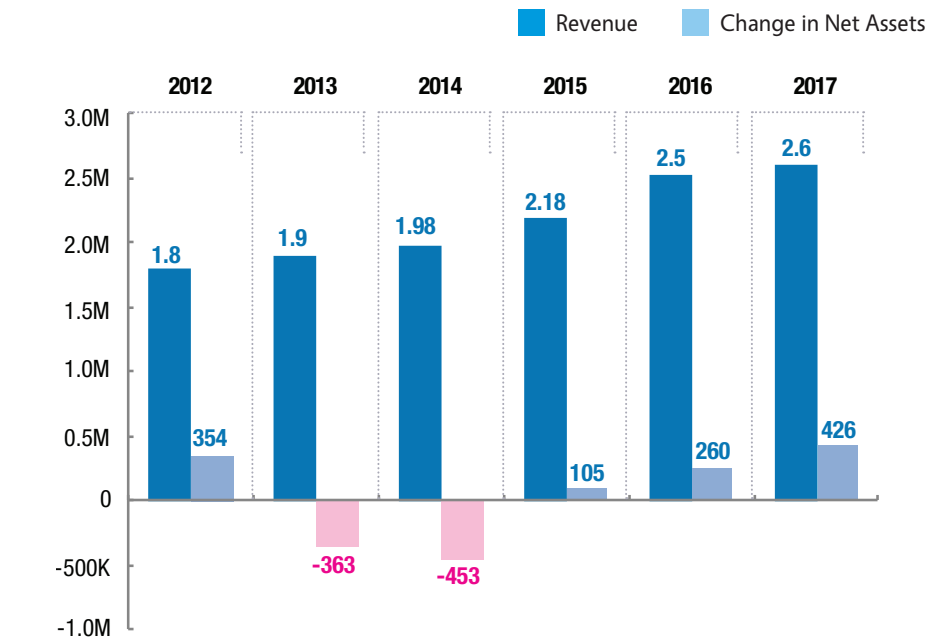
In the second half of the year, LTEN Board members came together at a strategic planning session to explore the path LTEN traveled and where we might go in the future. You'll notice from the new Vision, Mission and Value statements that our focus is on the future and providing member value by innovating, exploring new technology and finding ways to bring more of our members together to "harness their collective knowledge" for the greater good of the member community.

We turn our eyes toward 2018 with a renewed 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.

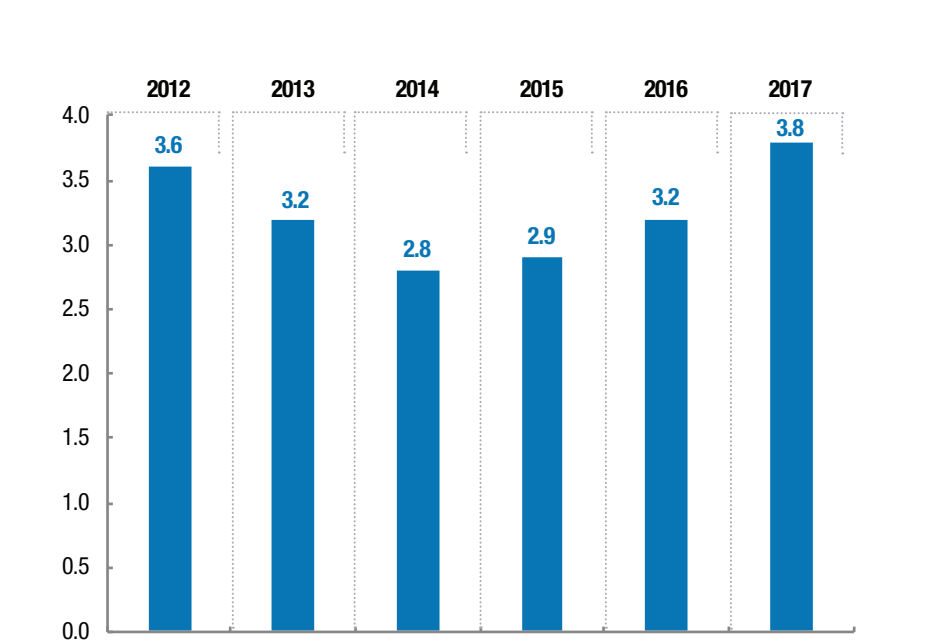
Dawn Brehm
Executive Director, LTEN

Financials

Revenue/Change In Net Assets

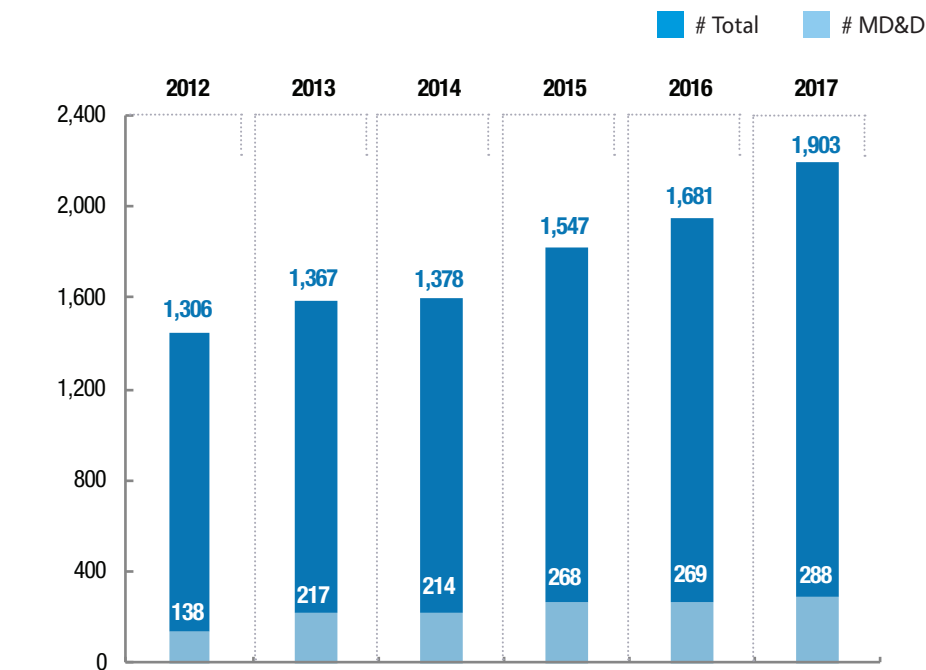


Current Capital (in millions)

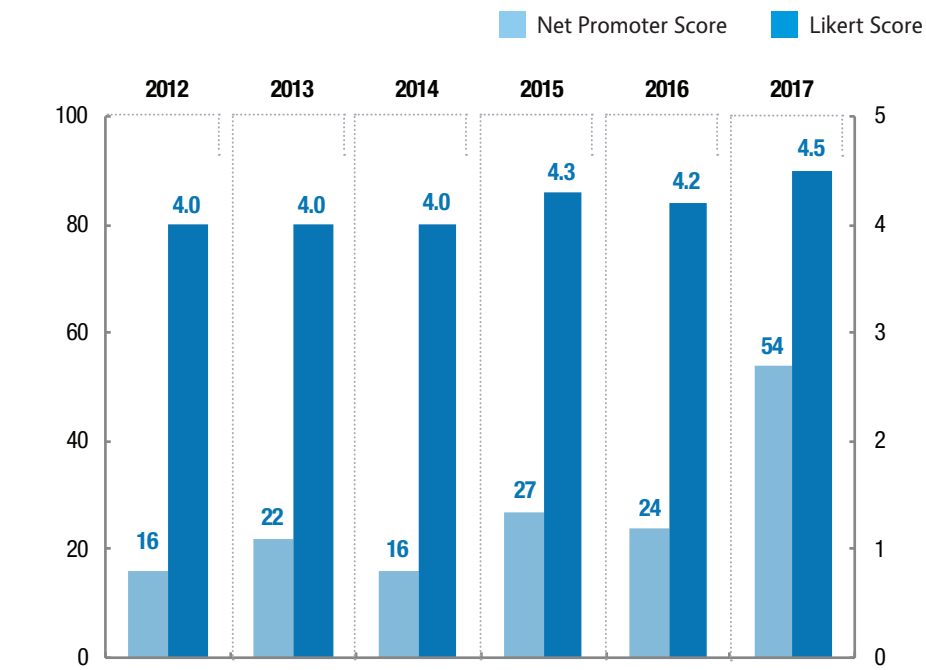


Membership

Total Members

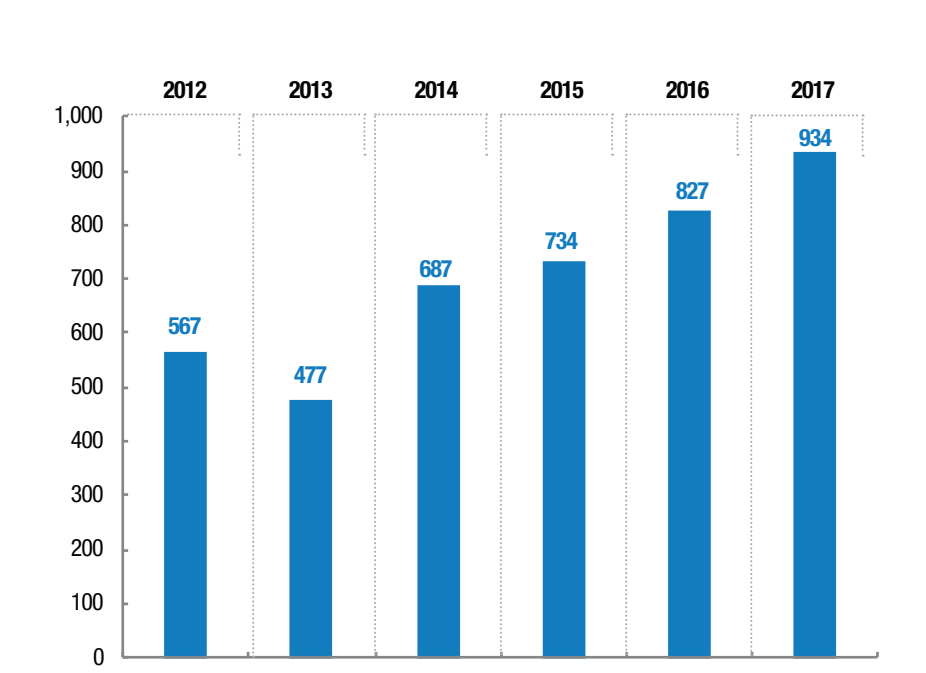


Member Satisfaction

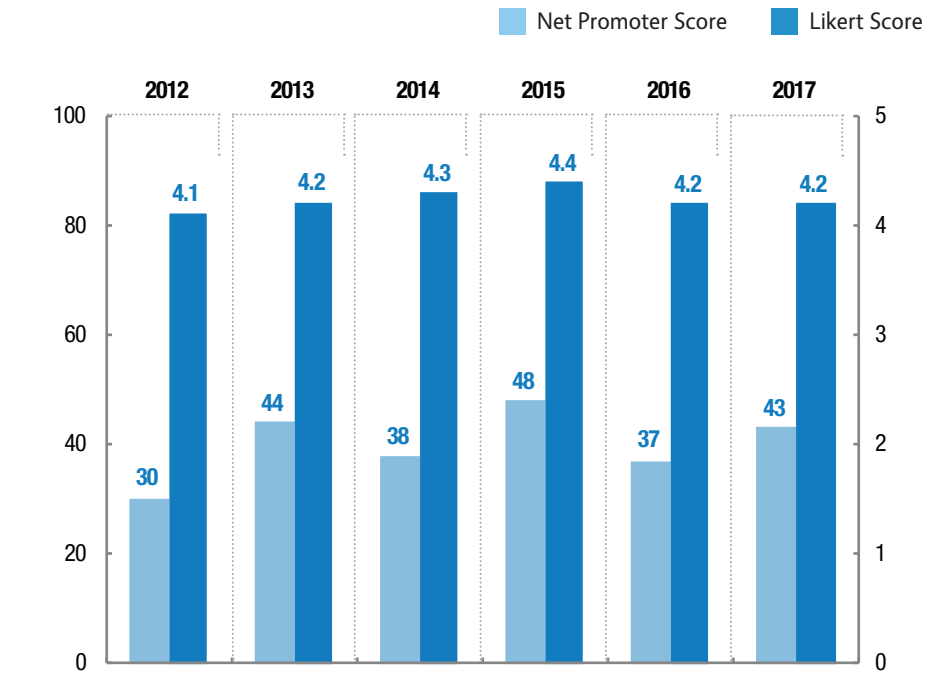


Learning & Community

Annual Conference Registration

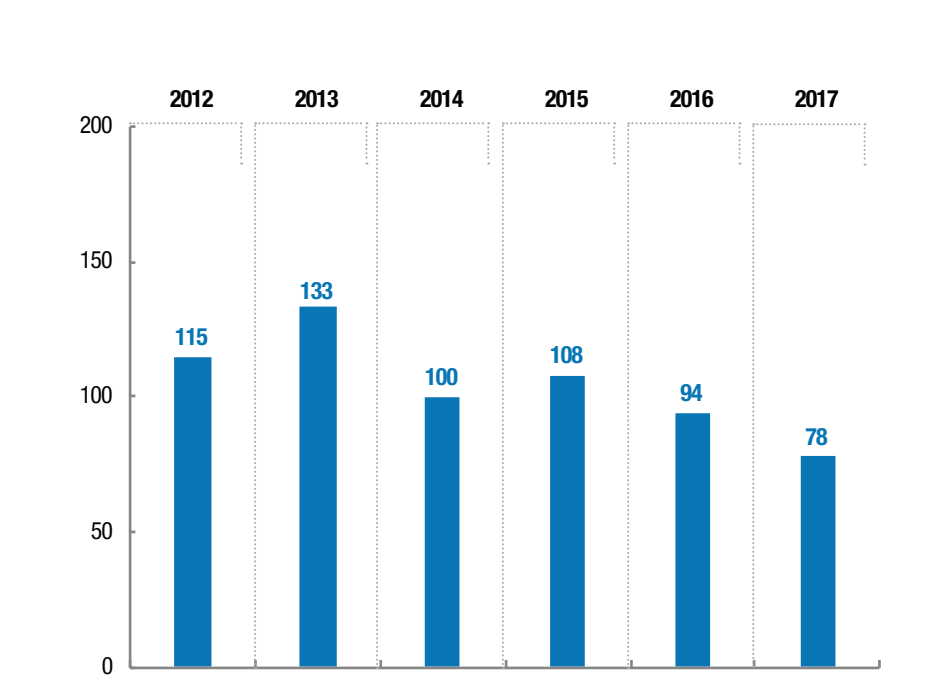


Annual Conference Member Satisfaction

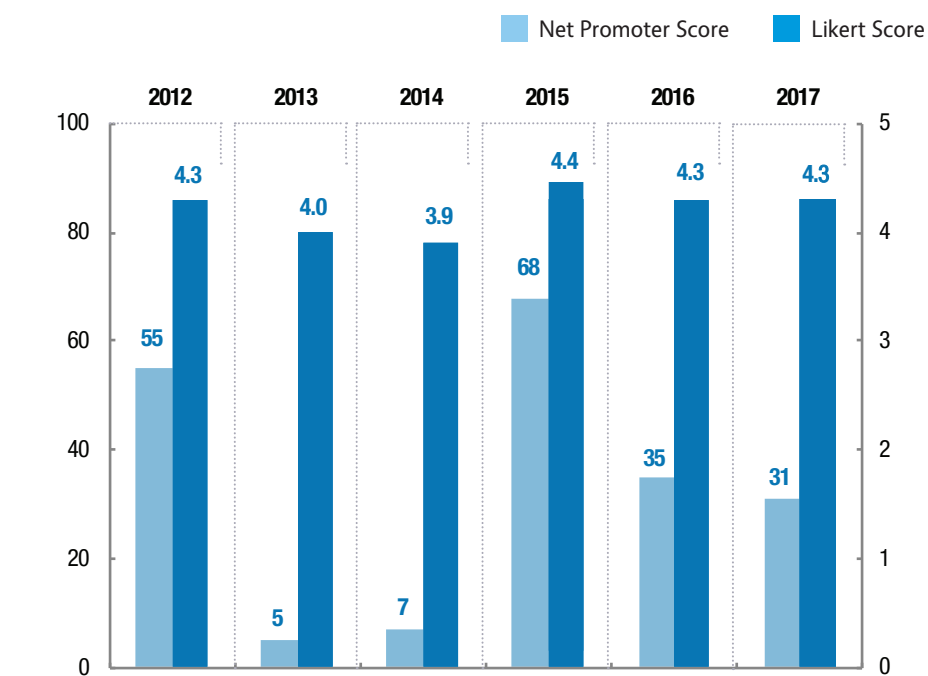


Learning & Community (cont.)

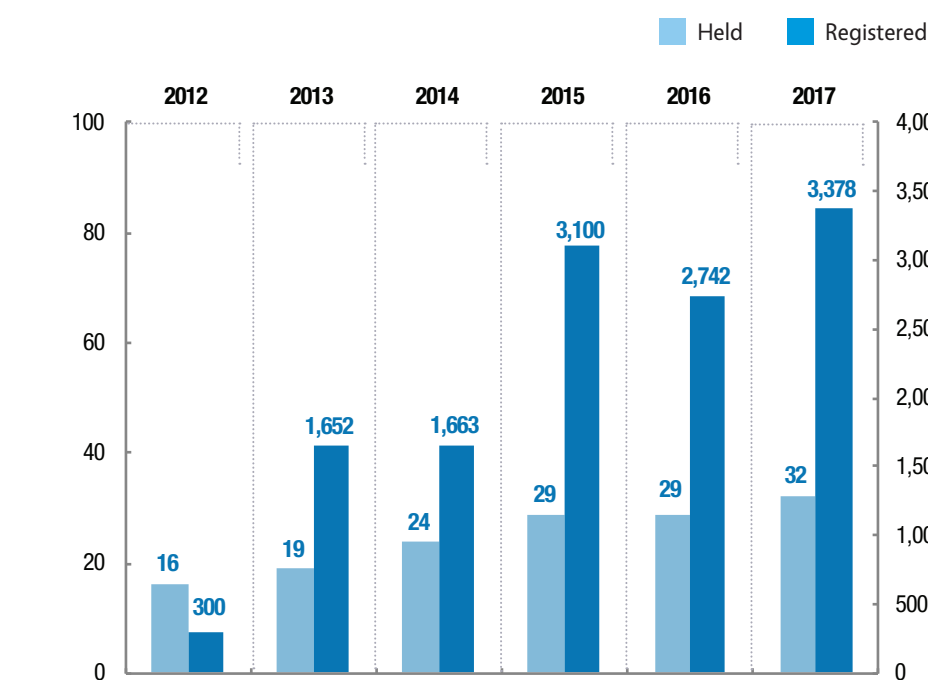
MD&D Summit Registration



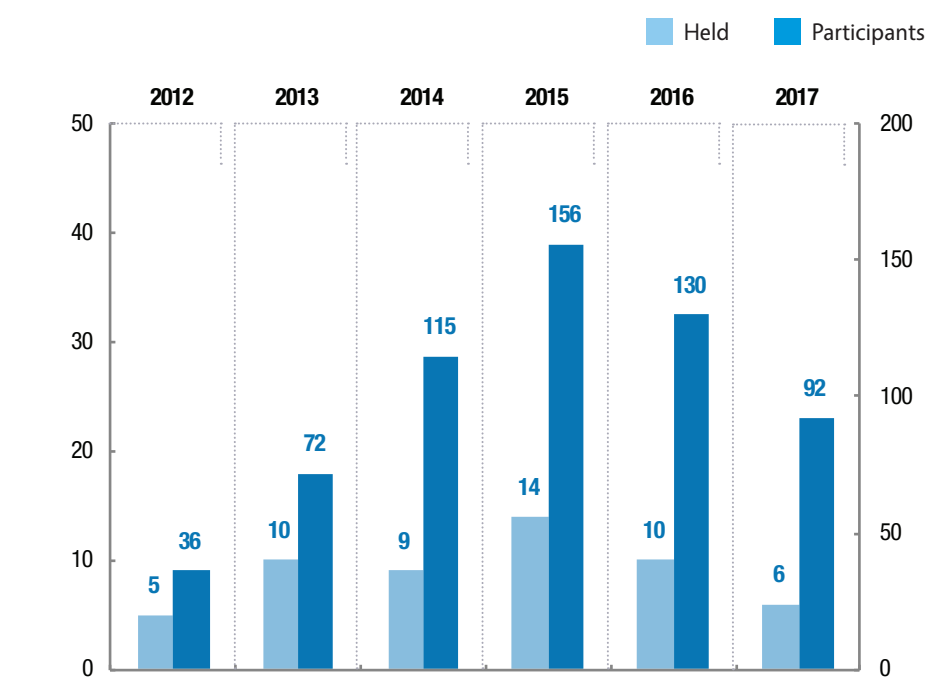
MD&D Trainers Summit Member Satisfaction




Webinars



Certificate Programs



@yourLTEN Social Channels



1,970


FOLLOWERS

18% ↑

Growth from 2016 to 2017. LTEN had 1,663 followers in 2016 and ended with 1,970 in 2017. Growth was highest during #LTEN2017 Impressions reached well over 101k in Q4. Other quarters saw impressions in the high 90ks

32% ↑

Growth from 2015 to 2016



1,381


FOLLOWERS

47% ↑

Growth from 2016 to 2017. LTEN now has 1,381 followers Follower growth was significant in 2017, with highest growth during #LTEN2017 promotion quarter Total impressions reached close to .5 million in 2017 Average Engagement throughout the year was higher than industry average at 1%

56% ↑

Growth from 2015 to 2016




382

FOLLOWERS

8% ↑

Growth from 354 in 2016 to 382 in 2017



6,176

VIDEWS

89% ↑

Growth from 3,260 in 2016, and 6,176 in 2017

Advancing Global Life Sciences Learning.

2017 ANNUAL REPORT

www.L-TEN.org

PAGE 3

New Technology

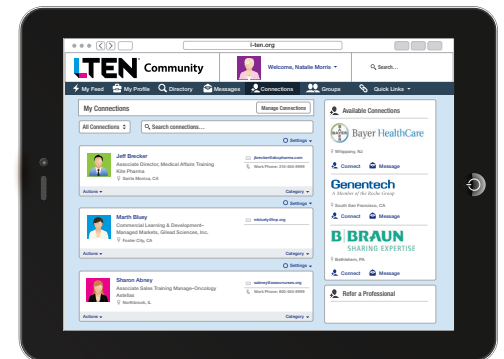
LTEN Website

- Mobile-responsive, sleek design
- Focus on Communities of Practice
- Expanded search capabilities and library of resources or expanded search and archived resources
- New On-Demand Library featuring videos and archived resources, including LTEN Talks, Leadership Insights and recorded conference workshops



LTEN Career Center

- Vast network of relevant career postings
- Custom search and filters for life sciences training
- 23,689 Job Views



LTEN eLearning Lounge Micro-Learning Series

- 14 topics covering key life sciences training concepts
- Self-paced micro-learning, on-demand lessons
- Includes job aides, templates and coaching guides

LTEN SocialLink Community Platform

- Secure, members-only platform
- Share articles and content from the web
- Create your personal social feed
- Join Communities of Practice and find relevant, tailored information

Training Communities of Practice



- Expanded the number of GxP Training Professionals at the LTEN Annual Conference, with 81 registering in 2017 vs 61 in 2016
- New workshops specific to Field-Based Trainers and first-ever Field Trainers digital-only issue of *LTEN Focus on Training* magazine
- New Communities of Practice groups on SocialLink platform—a new way for these groups to connect and share

LTEN Excellence Awards



LTEN Focus on Training Magazine

LTEN[®] FOCUS ON TRAINING

- Rebranded in 2017 to reinforce affiliation with LTEN and to link the content to area of training
- Launched first-ever digital issue specifically for Field-Based Trainers
- Digital Footprint of 2017 issues: 66,400 Page Views, 2,858 Unique Readers and 19 Average Pages per Open



LTEN Life Sciences Leadership Forum

- New, invitation-only forum
- Featured a full day of networking and talks from known subject matter experts on pressing topics for learning leaders
- 35 Life Sciences leaders attended

