



LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

The 2021 Recap



2021: A Year Marked by Virtual Interactions and Introduction to Hybrid

With most of our members still working remotely and restricted from traveling, LTEN continued to meet members where they were. We introduced a new Take It Virtual course, Training Partner Preview demo Wednesdays and standalone virtual awards ceremony. We ended 2021 with our first-ever hybrid event, hosting the LTEN Annual Conference virtually alongside an intimate, in-person gathering. The in-person event allowed members to reconnect in a way that was meaningful and missed. We look forward to bringing the community together in 2022.



A Look at 2021 by the Numbers



6,603

Virtual Participants

Certificate workshops, webinars, Partner Previews and mixers continued to be held virtually. We also hosted our first hybrid conference and a standalone virtual awards ceremony.

First-Ever Hybrid Conference

After nearly two years since gathering at a live conference, LTEN hosted its first hybrid event, welcoming more than 369 in-person participants and 376 virtual participants.

858

Corporate Members

Mid-year, LTEN Board of Directors introduced a new membership model. Corporate membership will provide organizations a new way to support organization-wide leadership and professional development.



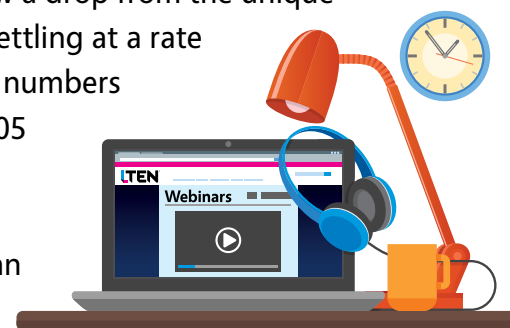
'Focus' Readership Up 8% YOY

Traffic from *LTEN Focus On Training* has not settled to new normal but continues to grow as the business world rebounds. *Focus* readership was up in 2021, with 10,187 unique visitors reading digital *Focus* issues. As it has each year, *Focus* readership has hit a new high-water mark in 2021.

4,603

Webinar Registrants

In terms of webinar reach, 2021 saw a drop from the unique spikes of 2020, with the numbers settling at a rate larger than in previous years. 2021 numbers were up from the 2019 total of 2,705 registrants. Removing 2020 as a unique aberration, LTEN webinars drew 59% more people in 2021 than in 2019.



18

Training Partner Previews Held

With travel and in-office visits still largely restricted, training leaders and teams were eager to evaluate capabilities. These 30-minute demos allowed members to connect to solution providers.



Podcasts Come to LTEN

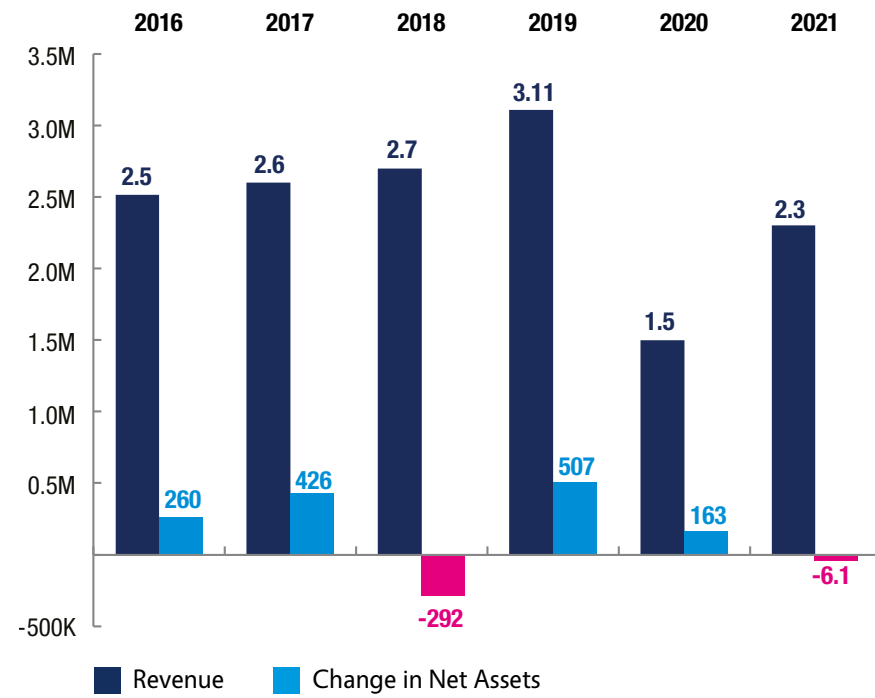
LTEN introduced a new offering, the LTEN Talks podcast, featuring business leaders and visionaries. Top episode: Krister Ungerböck on Better Communication and Employee Engagement.

13,965

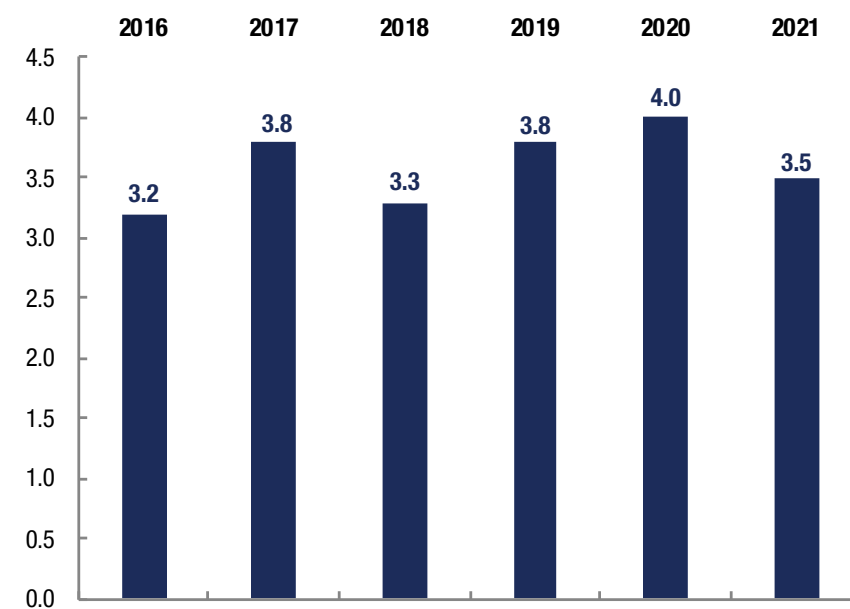
Readers

The number of visits to the LTEN digital publications increased 11% in 2021 to 13,965, up from 12,432 in 2020 and 8,728 in 2019.

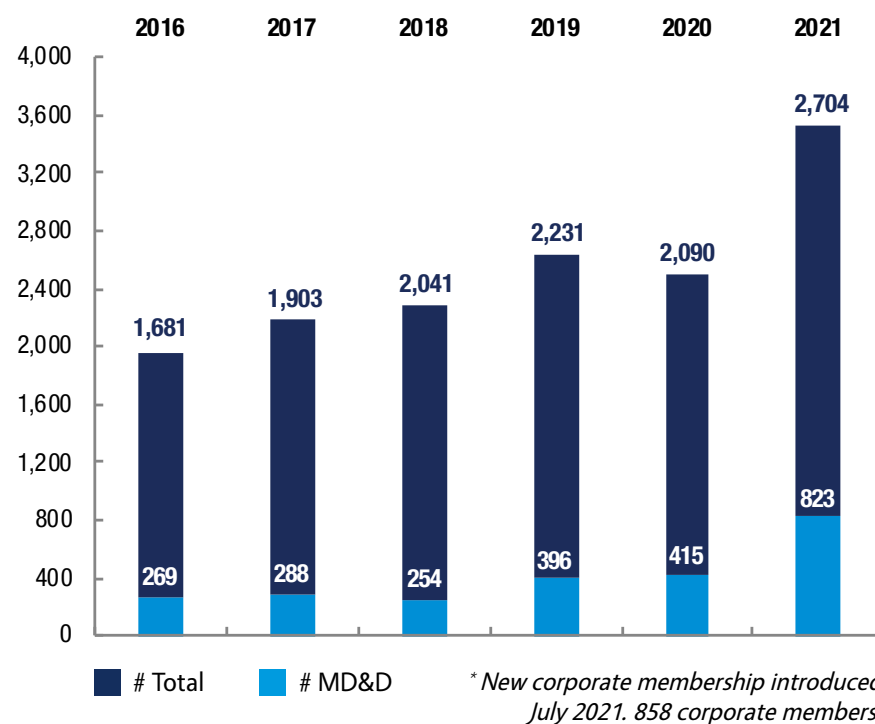
Revenue/Change In Net Assets



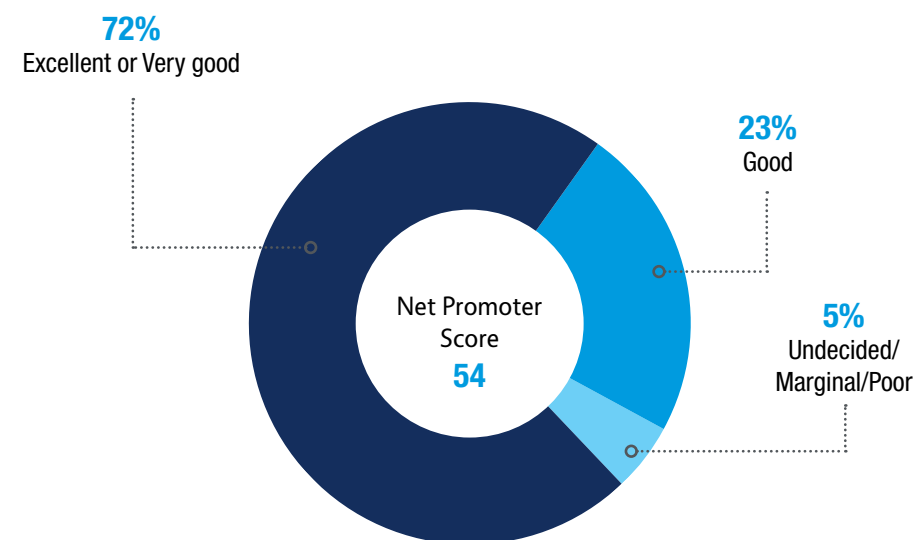
Current Capital (in millions)



Total Members



2021 Member Satisfaction



Top 5 Most Valued LTEN Products: Conference, Webinars, Website, Focus Magazine & Certificate Programs

“Great way to network with other like-minded life sciences training professionals, learn about vendors, and educate oneself (and team) about “hot” training topics.”

A. Ziedins-Gilbank
Deciphera Pharmaceuticals

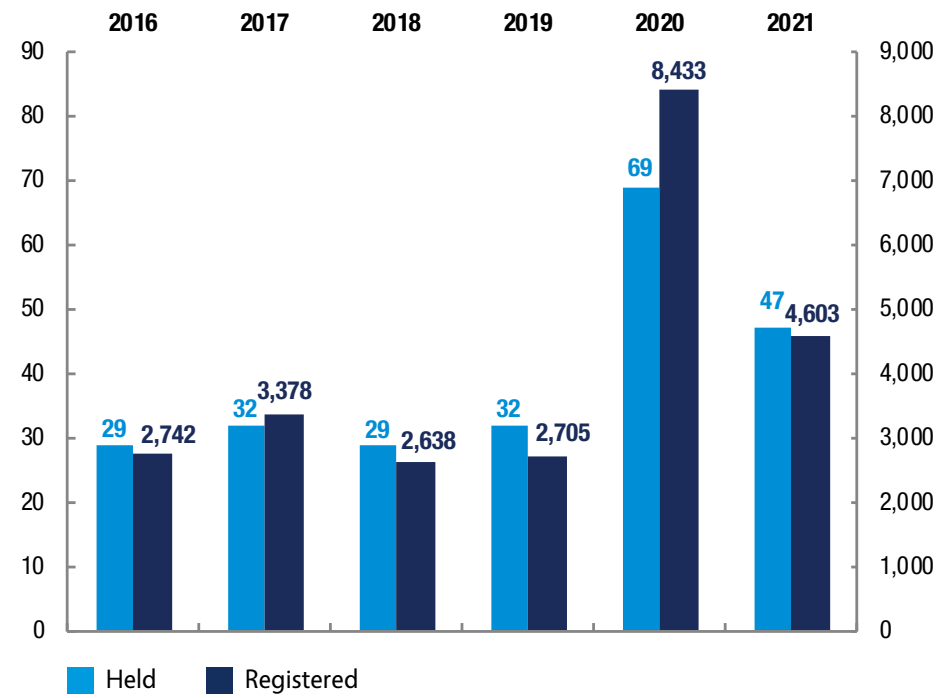
“The great number of resources and the high quality of all of them!”

J. Fragoso
Sanofi Pasteur

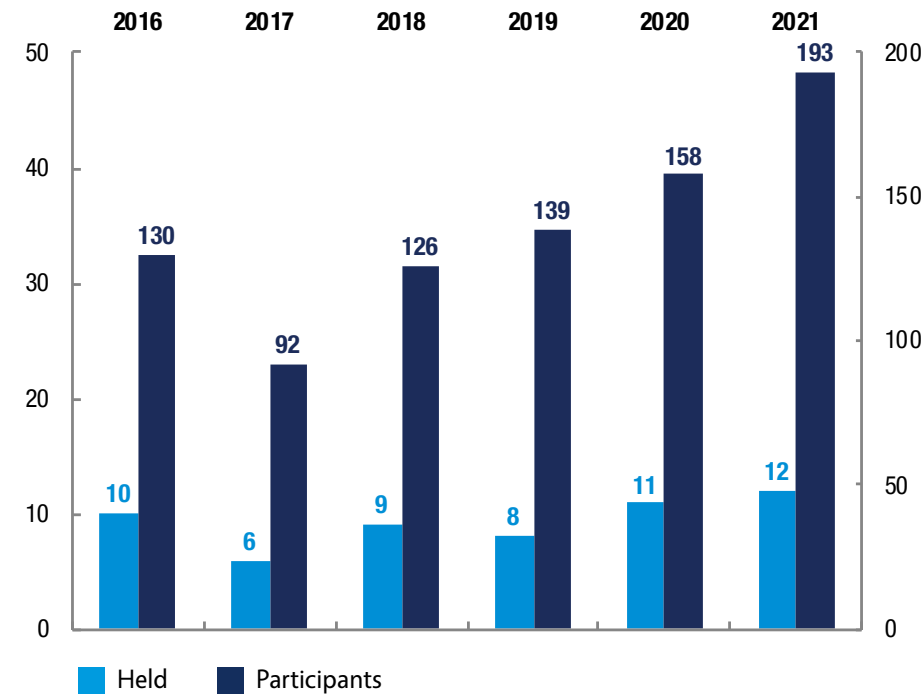
“Excellent eLearning lounge at your fingertips, webinars with subject matter experts, the ability to reach out to board members for needs (and they are very helpful-Dawn in particular), and PrimeTime Trainers Core and Master classes. I would be remiss if I don’t mention the live annual conference and how much fun it was!”

K. Civitano
Cepheid Danaher

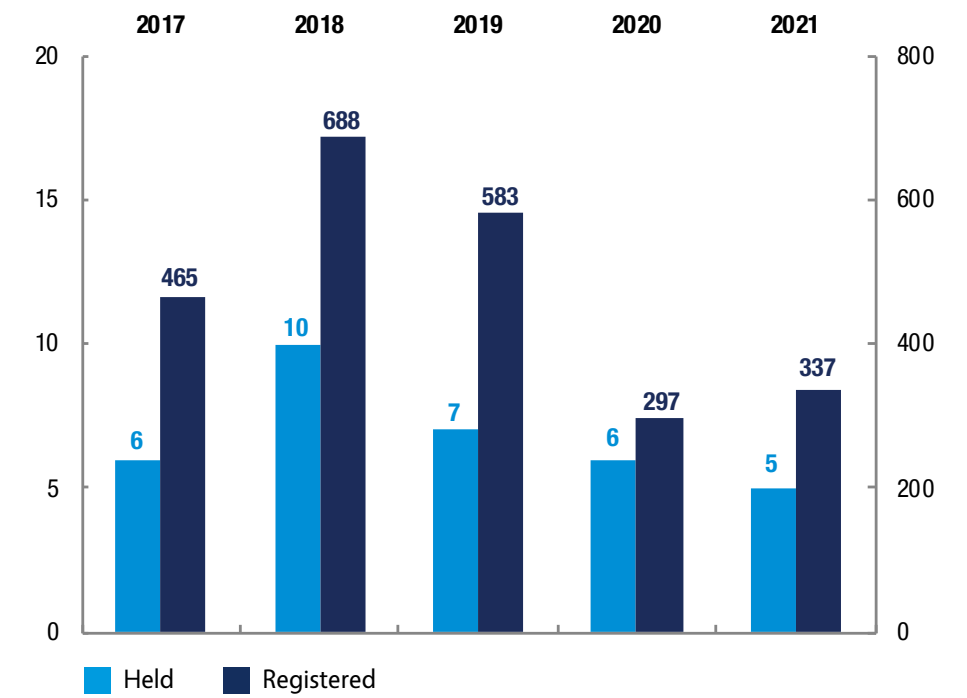
Webinars



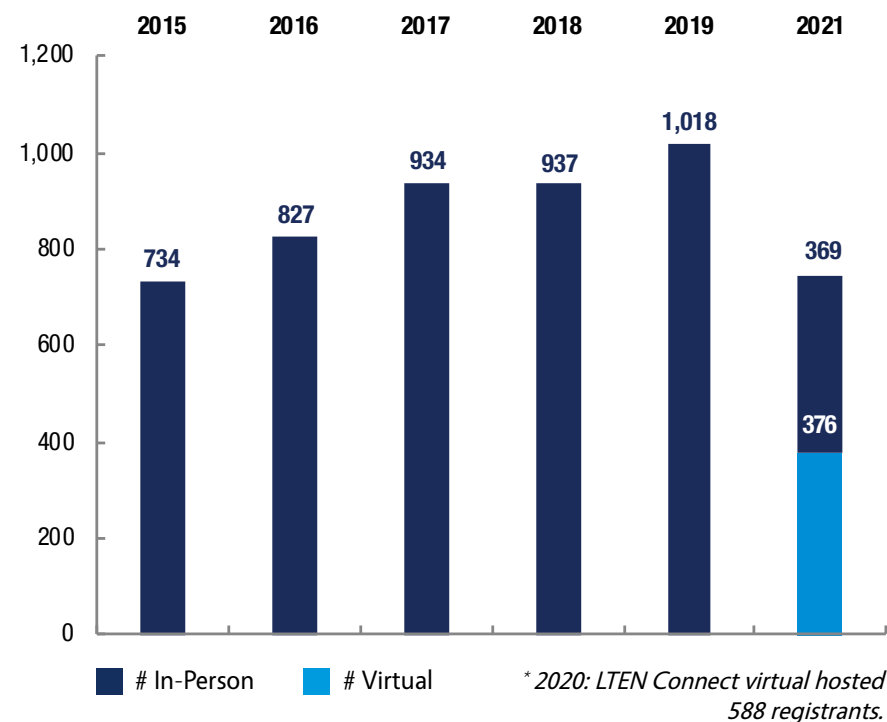
Certificate Programs



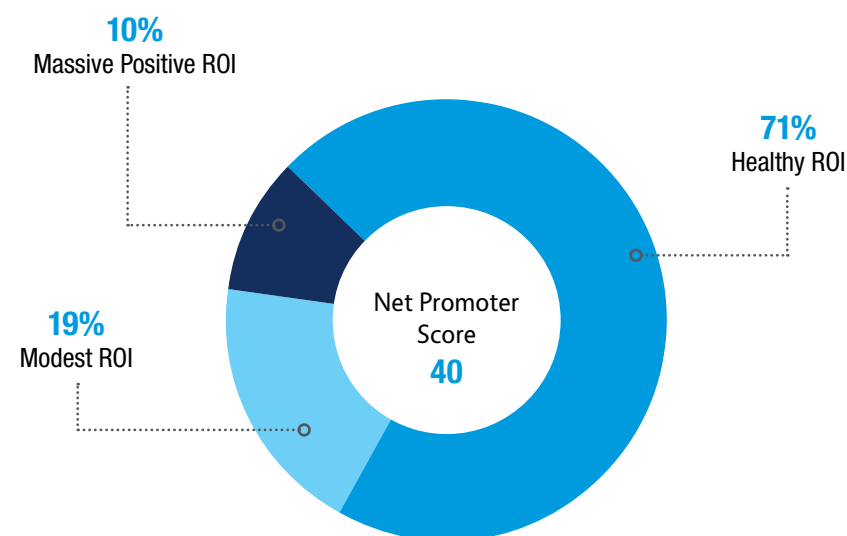
Networking Mixers Registration



LTEN Annual Conference Registration



2021 In-Person LTEN Conference



369 Attendees: 62 pharmaceutical, biotech, medical device & diagnostics companies represented.

2021 In-Person Exhibitor Insights

- 86%** Plan on Exhibiting in 2022
- 86%** Would Highly Recommend LTEN
- 63%** Exhibited In-Person & Virtually
- 37%** Exhibited In-Person Only



Total Visitors

Visitors: **73,787** vs **67,235** **9% YOY**

New Users: **73,163** vs **66,920** **9% YOY**

Top Content

- Onboarding Roadmap: **6,596% YOY**
- Member Center: **1,006% YOY**
- Diverse Classrooms eLearning : **794% YOY**
- Total Trainer: **682% YOY**
- eLearning: **324% YOY**
- PrimeTime! Core: **319% YOY**

Audience Acquisition Overview

Channels & Increased Traffic Year over Year

- Direct **14%** ↑
- Web Search **1.5%** ↑
- Email **65%** ↑
- Referral **34%** ↑
- Social **34%** ↑
- Paid Search **-96%** ↓
- Display: **47,200%** ↑



Page Views

Page Views: **566,623** vs **576,615** **-2% YOY**

Unique Page Views: **305,830** vs **270,616** **13% YOY**

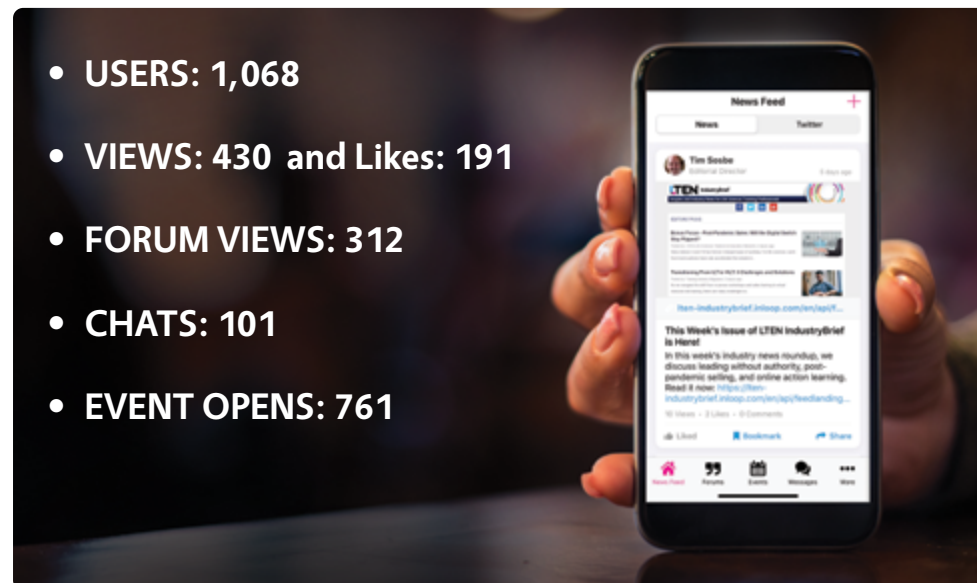
Sessions: **113,145** vs **104,801** **8% YOY**

- Events Calendar: **314% YOY**
- 6Ds: **269% YOY**
- Focus Magazine: **260% YOY**
- Webinars: **238% YOY**
- On-Demand Webinars: **82%**

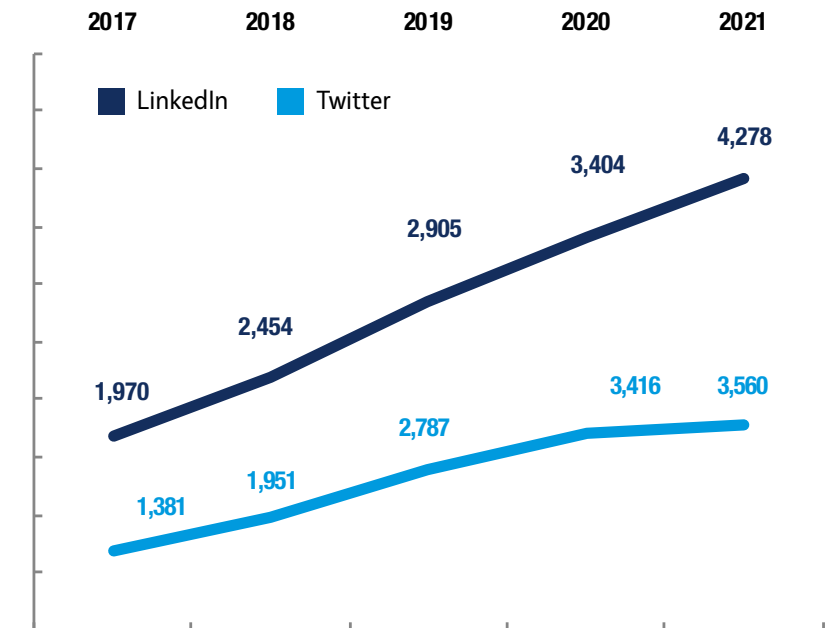
Mobile App Adoption & Engagement

One-Year Snapshot

- **USERS: 1,068**
- **VEWS: 430** and **Likes: 191**
- **FORUM VIEWS: 312**
- **CHATS: 101**
- **EVENT OPENS: 761**



5-Year Snapshot



2021 net followers growth: Twitter - 5% and LinkedIn - 25%
5-year net followers growth: Twitter - 81% and LinkedIn - 210%

Social Media Engagement

LinkedIn

- Net Followers Growth: **25%**
- Total Impressions Growth: **27%**
- Average Engagement Rate: **9%**

Twitter

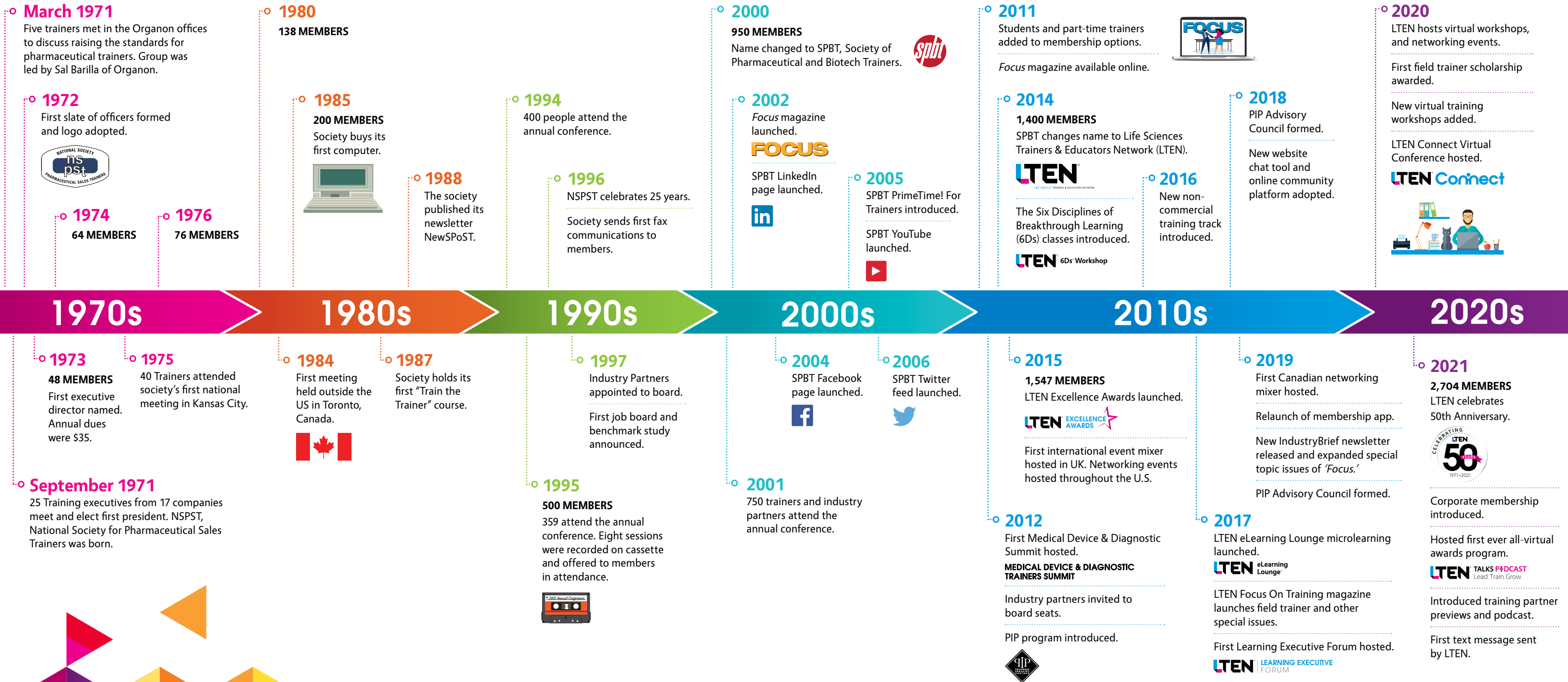
- Net Followers Growth: **5%**
- Impressions: 443k, **-40%**
- Profile Visit Growth: **724%**

Instagram

- Total Posts: **310**
- Total Followers: **86**
- Total Following: **100**

Facebook

- Total Followers: **498**
- Net Followers Growth: **2%**
- Total Page Likes: **462**
- Net Page Likes Growth: **2%**





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