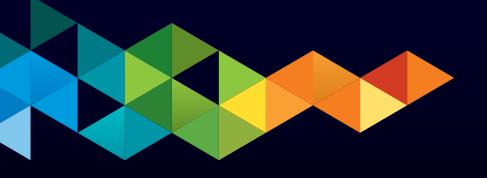


The 2021 Recap



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.

Virtual Excellence Awards

The LTEN Excellence Awards were presented in June as a virtual, standalone event. The ceremony featured a special keynote from the dynamic Shawn Kanungo. The energy-packed event celebrated all but the Members of the Year and Hall of Fame induction, which were held at the in-person November conference.

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.

TEN FOCUS ON TRAINING

'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

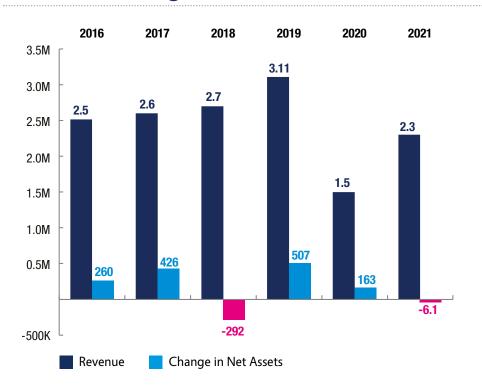
Readers

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.

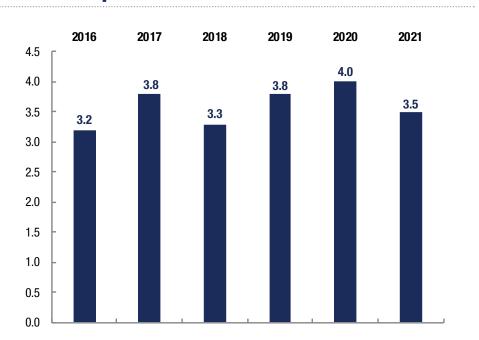


Financial and Membership Dashboard

Revenue/Change In Net Assets



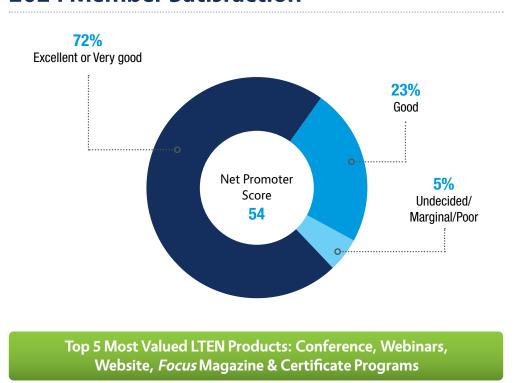
Current Capital (in millions)

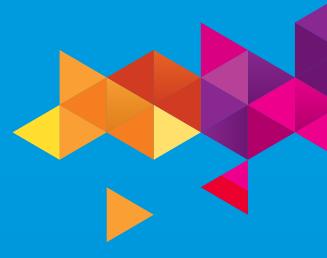


Total Members



2021 Member Satisfaction





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

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

J. Fragoso

Sanofi Pasteur

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

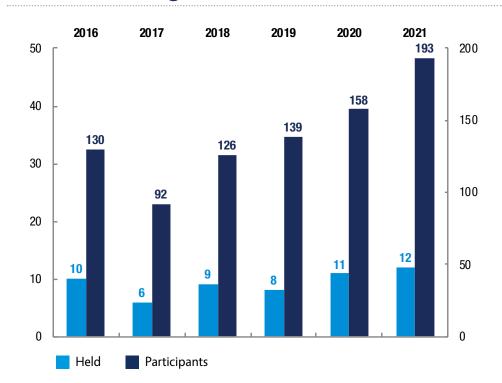


LTEN Programs Dashboard

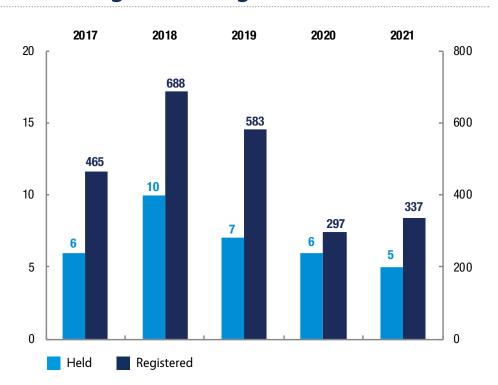
Webinars



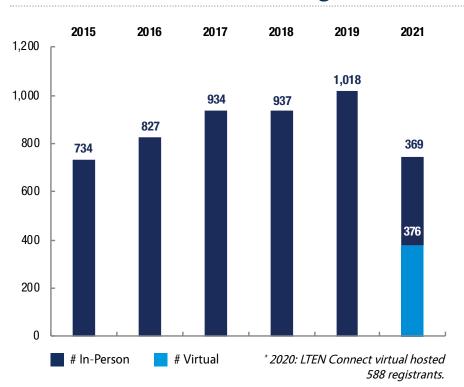
Certificate Programs



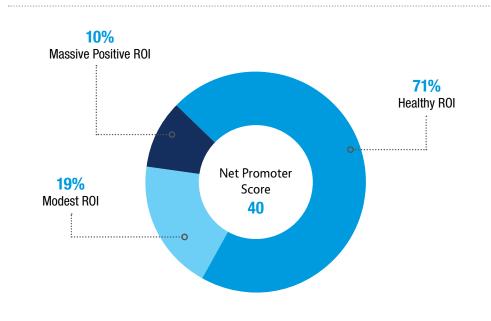
Networking Mixers Registration



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





Website, Social and Digital Engagement

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

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

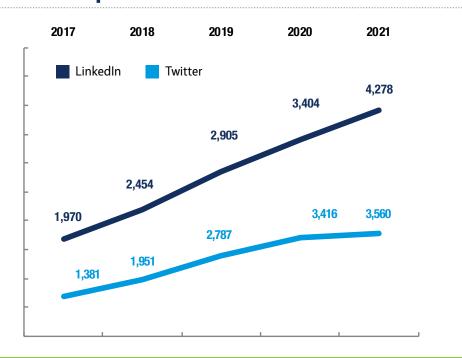
• 6Ds: 269% YOY

• Focus Magazine: 260% YOY

Webinars: 238% YOY

• On-Demand Webinars: 82%

5-Year Snapshot



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

Audience Acquisition Overview

Channels & Increased Traffic Year over Year

- Direct **14%**
 - Social 34% 1
- Web Search **1.5% 1**
- Paid Search -96%

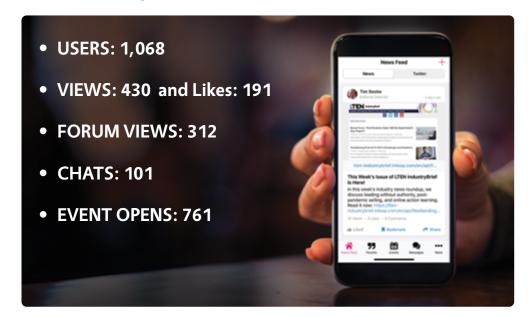
• Email 65% 1

Display: 47,200% 1

Referral 34% 1

Mobile App Adoption & Engagement

One-Year Snapshot



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%



Celebrating 50 Years of Excellence

: • March 1971

Five trainers met in the Organon offices to discuss raising the standards for pharmaceutical trainers. Group was led by Sal Barilla of Organon.

:0 **1972**

First slate of officers formed and logo adopted.



.o 1974

-o **1976 64 MEMBERS 76 MEMBERS**

o 1975

· 1980

138 MEMBERS

.º 1985

200 MEMBERS Society buys its first computer.



o 1988

The society published its newsletter NewSPoST.

:0 1994

400 people attend the annual conference.

·· 1996

NSPST celebrates 25 years.

Society sends first fax communications to members.

·o 2000

950 MEMBERS

Name changed to SPBT, Society of Pharmaceutical and Biotech Trainers.



:° 2002

in

Focus magazine launched. FOCUS

SPBT LinkedIn page launched.

· **2005** SPBT PrimeTime! For Trainers introduced.

SPBT YouTube launched.



· 2011

Students and part-time trainers added to membership options.

Focus magazine available online.



· 2016

2010s

New non-

commercial

introduced.

training track

ro 2014

1,400 MEMBERS

SPBT changes name to Life Sciences Trainers & Educators Network (LTEN).



The Six Disciplines of Breakthrough Learning

(6Ds) classes introduced. TEN 6Ds Workshop

LTEN hosts virtual workshops. and networking events.

· 0 2020

First field trainer scholarship awarded.

New virtual training workshops added.

LTEN Connect Virtual Conference hosted.

LTEN Connect



1970s

· 0 1973

48 MEMBERS First executive director named. Annual dues were \$35.

·· September 1971

Trainers was born.

25 Training executives from 17 companies

National Society for Pharmaceutical Sales

meet and elect first president. NSPST,

· 1984

40 Trainers attended society's first national meeting in Kansas City.



1980s

·o 1987

Society holds its

first "Train the

Trainer" course.

First meeting held outside the US in Toronto,



1990s

[∴]∘ 1997 Industry Partners appointed to board.

> First job board and benchmark study announced.

[∴]o 1995

500 MEMBERS

359 attend the annual conference. Eight sessions were recorded on cassette and offered to members in attendance.



2000s

· 2004 SPBT Facebook page launched.

· 0 2006 SPBT Twitter

feed launched.



· 2001

750 trainers and industry partners attend the annual conference.

1,547 MEMBERS

· 2015

LTEN Excellence Awards launched.

LTEN EXCELLENCE

First international event mixer hosted in UK. Networking events hosted throughout the U.S.

· 2012

First Medical Device & Diagnostic

MEDICAL DEVICE & DIAGNOSTIC TRAINERS SUMMIT

Industry partners invited to board seats.

PIP program introduced.



· 2019

·· 2018

PIP Advisory

New website

chat tool and

online community

platform adopted.

Council formed.

First Canadian networking mixer hosted.

Relaunch of membership app.

New IndustryBrief newsletter released and expanded special topic issues of 'Focus.'

PIP Advisory Council formed.

· 2017

LTEN eLearning Lounge microlearning launched.

TEN eLearning

LTEN Focus On Training magazine launches field trainer and other special issues.

First Learning Executive Forum hosted.



LTEN' LEARNING EXECUTIVE

· 2021

2.704 MEMBERS LTEN celebrates

2020s

50th Anniversary



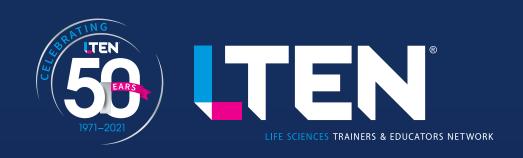
Corporate membership introduced.

Hosted first ever all-virtual awards program.

TEN TALKS P&DCAST

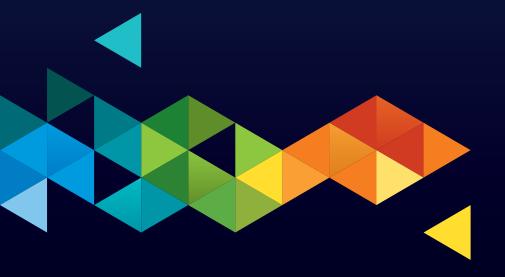
Introduced training partner previews and podcast.

First text message sent by LTEN.





Life Sciences Trainers & Educators Network (LTEN)
4423 Pheasant Ridge Road, Ste. 100
Roanoke, VA 24014
www.L-TEN.org | Tel: (540) 725-3859



Stay connected with LTEN all year-long:









