

A Focus on Learning Culture & Community

#LTEN2022

After years of remote work, virtual meetings and training, LTEN members were hungry for opportunities to connect and deeply engage with one another.

Training leaders cited talent retention, new worker expectations, recruitment, hybrid work and learning agility as key challenges facing their organizations.

LTEN sought to address these challenges by focusing on building dynamic learning cultures that excite, motivate and thrive.



Built a Learning Leader Cohort

We kicked off the year with an in-person Learning Executive Forum, bringing 50 learning leaders together for a day of networking and interactive round-table discussions. Learning executives were invited to deepen their connections and capitalize on the forum takeaways by attending a series of leadership talks focused on culture, stress and resilience with Dr. Deborah Gilboa (Ask Dr. G).



In-Person Annual Conference

After three years of virtual and hybrid events, the flagship gathering, LTEN Annual Conference returned as an in-person event. The event boasted 886 attendees and welcomed a global community from seven countries outside the United States.



1,842 Corporate Members

Corporate membership was introduced mid-2021 and by the end of the year, LTEN had 858 corporate members. The program continued to expand in 2022 and now accounts for more than half of active membership. The Board of Directors recently approved additional group tiers to provide more options to small- and medium-sized teams.



4,379 Webinar Registrants

In a recent member satisfaction survey, members noted webinars as a highly-valued benefit. 2022 numbers were up from 2019 total of 2,705 registrants, representing a 61% increase over pre-pandemic figures.



Subject Matter Experts

Over the years, we've brought members expert insights from outside of the life sciences — thought leaders on leadership, change management, business culture and more. This year, we worked with work-life balance expert Deb Bonzell, learning and development pro Liz Cumby, resilience expert Dr. Deborah Gilboa, and virtual L&D leader Cindy Huggett on articles and discussions related to members' biggest challenges.

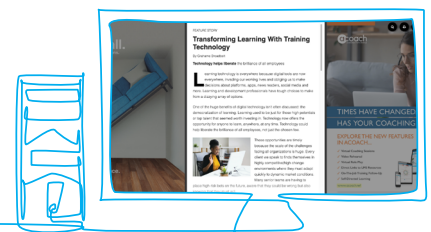
LTEN FOCUS ON TRAINING

'Focus' Readership Up 8% YOY

LTEN members consistently rank *LTEN Focus On Training* as a valuable resource. The magazine features peer-written articles highlighting tested strategies, case studies, and insights on a wide range of topics affecting life sciences L&D practitioners.

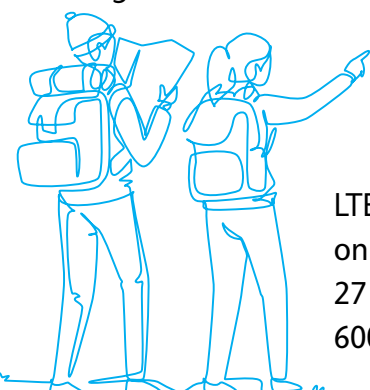
Most read articles of 2022:

- 5 Skills for the Future of Medical Affairs
- Otsuka's ReadyNow: Training New-to-Pharma Reps
- 8 Elements for a Successful Project Launch Training Journey
- Analogies: A Powerful Leadership Tool
- Retooling the Modern Life Sciences Sales Rep

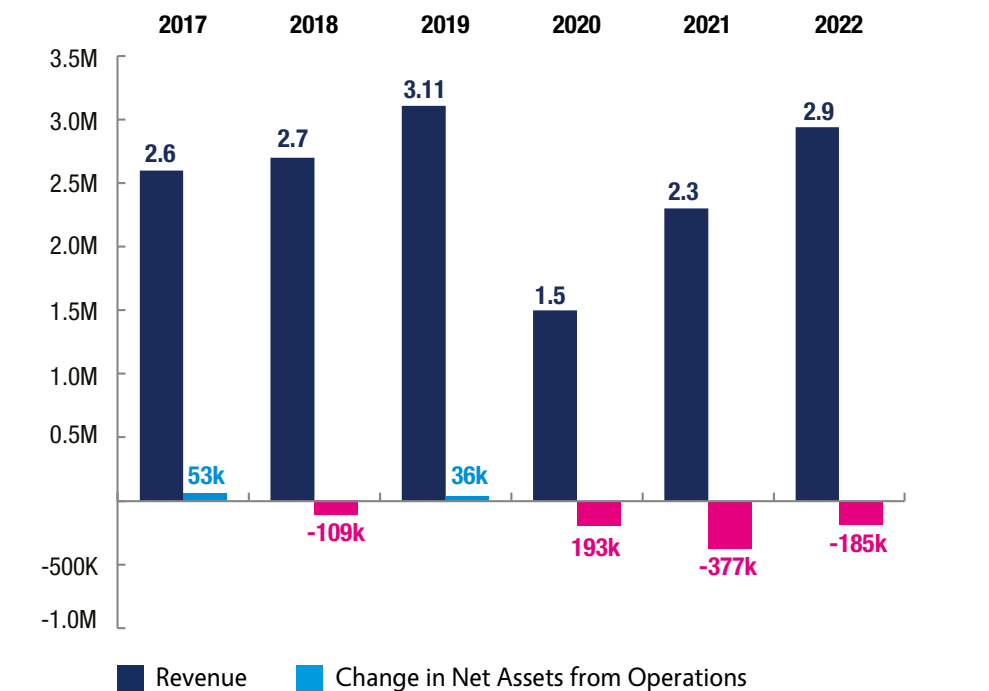


Ambassador Program Launched

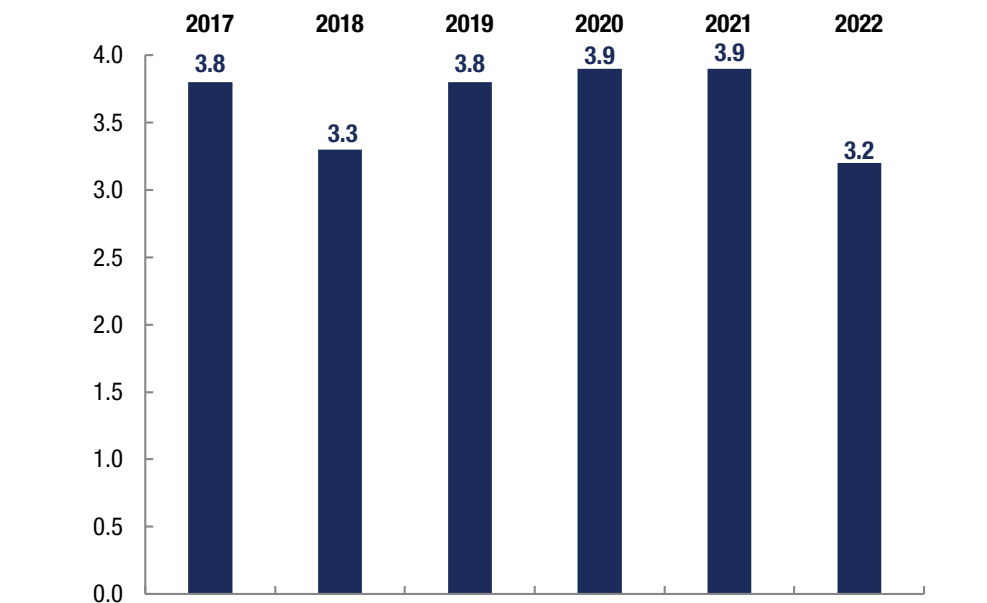
LTEN Members continually cite their ability to make connections and network with L&D professionals as one of their biggest benefits. In an effort to enhance member engagement and strengthen a sense of community, we introduced the LTEN Ambassador Program, members who have volunteered to be guides to new LTEN members as they onboard. To date, we have 27 ambassadors serving 600 LTEN members.



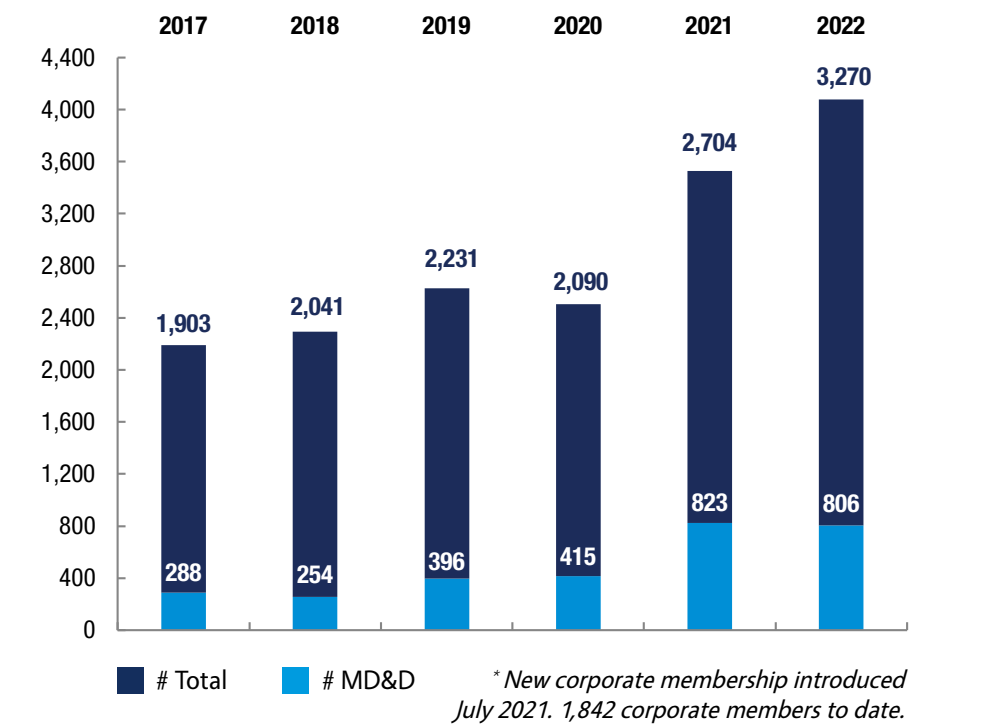
Revenue/Change In Net Assets from Operations



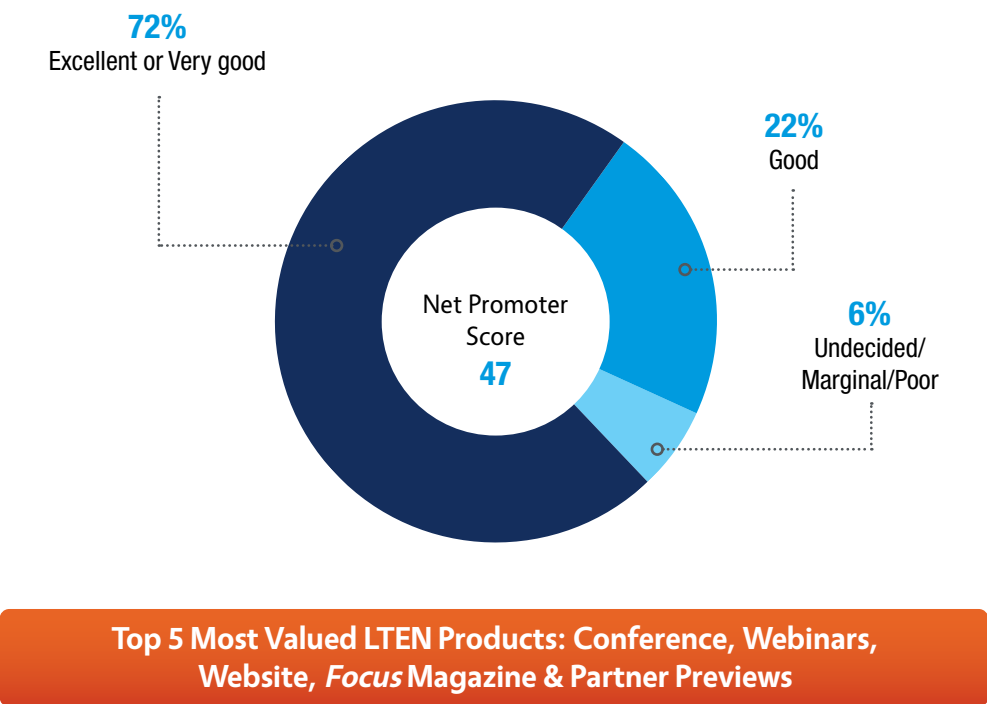
Current Capital (in millions)



Total Members



2022 Member Satisfaction

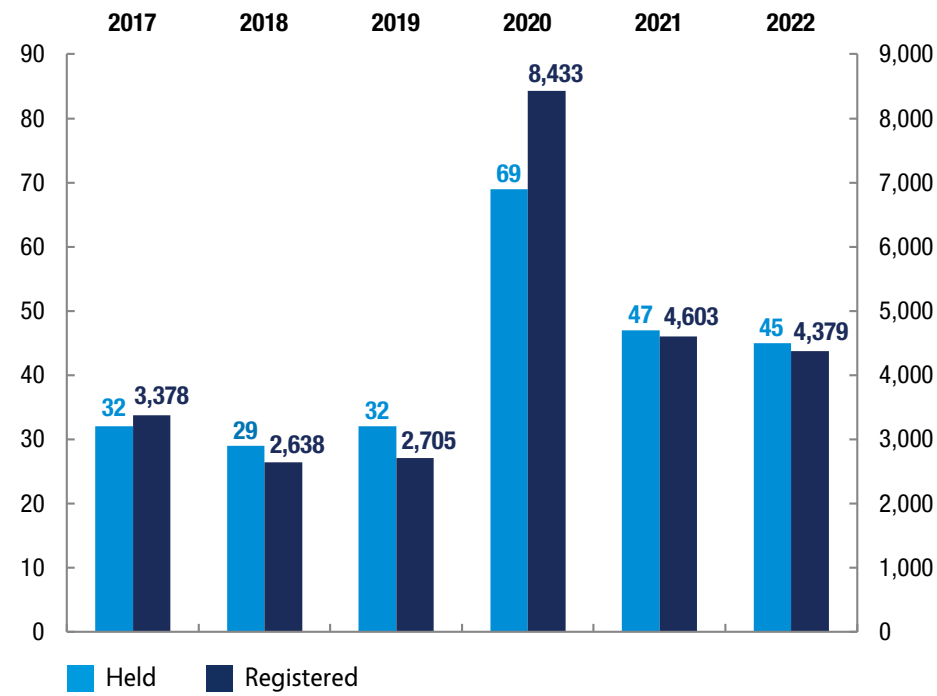


What Members Value about LTEN

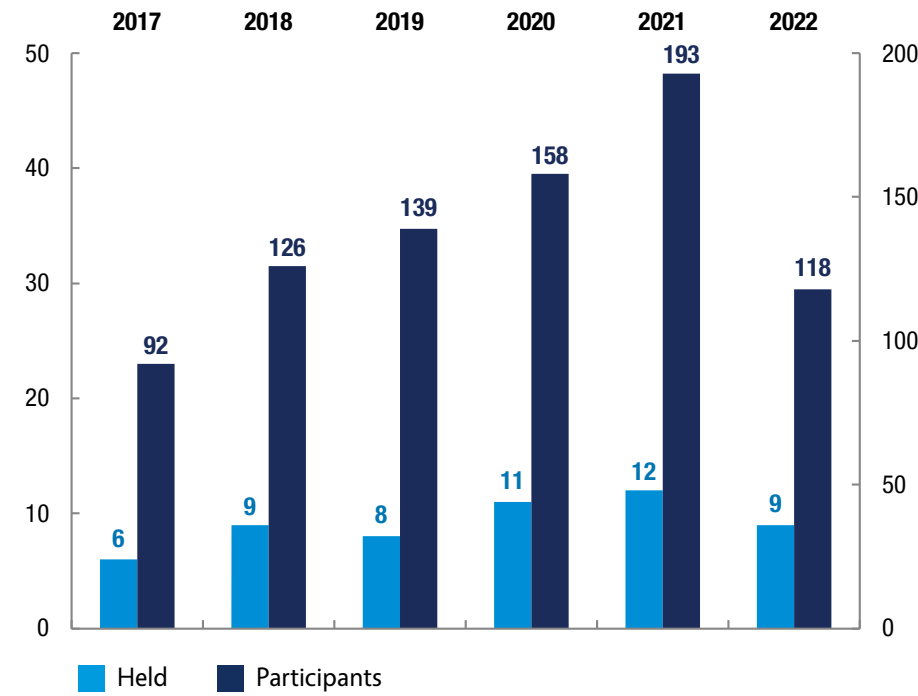
- “The benefits of learning from colleagues on how they have solved common training challenges and issues. The annual conference is so worthwhile, I always learn when I attend them. The available resources are fantastic, my teams have used Prime Time and the Learning Lab, so helpful.”
- M. Sullivan**
ITCI
- “The value added engagements alone are worth the price of admission. The networking and annual conference are additional value that other associations don’t leverage as well.”
- T. Jennings**
Cepheid
- “I have had an extremely positive and valuable experience being an LTEN Member. As a supplier, we are given so many different opportunities to interact with potential clients. The LTEN conference is an incredibly well run event, and is an excellent way to meet other members, learn new things, and as a supplier, share our services.”
- A. Gulley**
S4 NetQuest



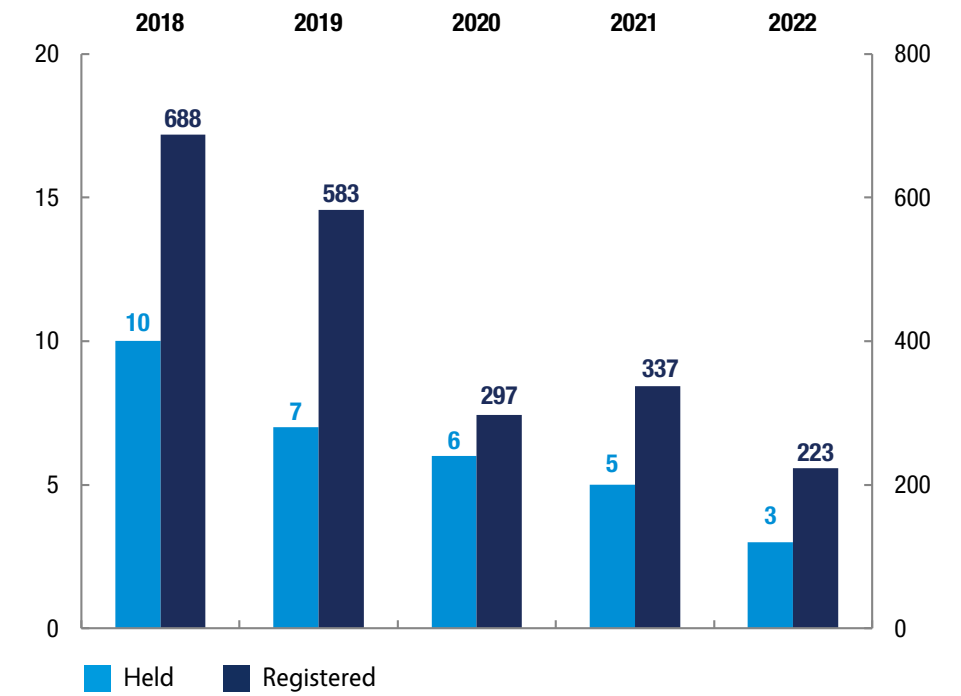
Webinars



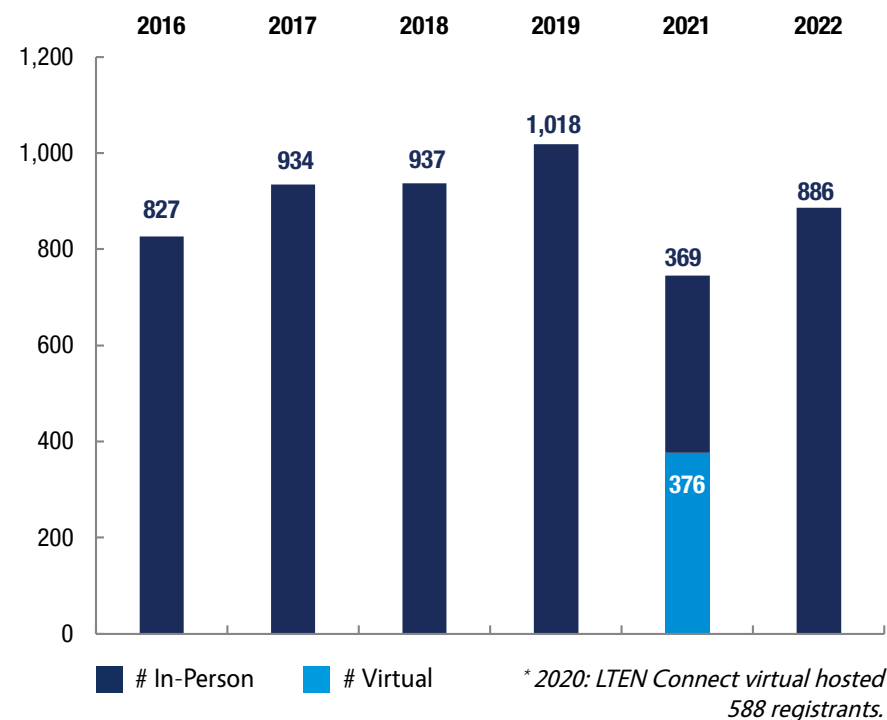
Certificate Programs



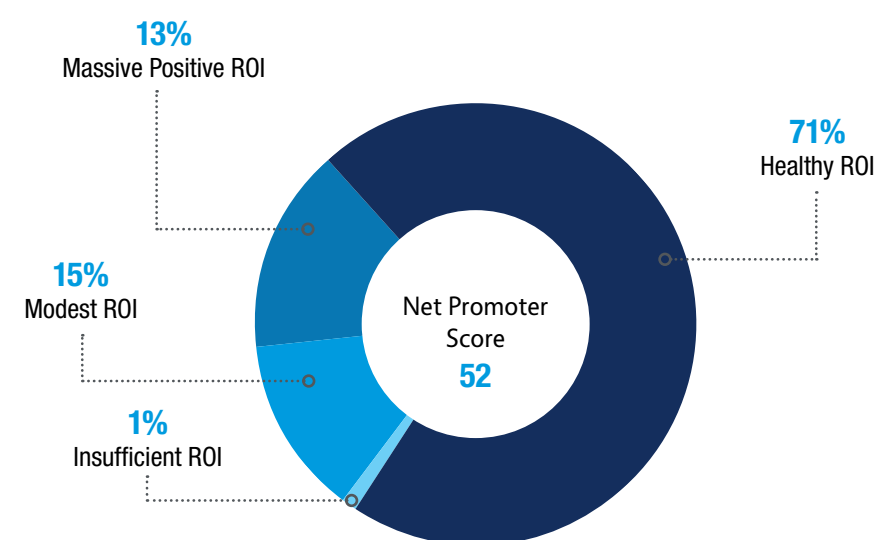
Networking Mixers Registration



LTEN Annual Conference Registration



2022 LTEN Conference



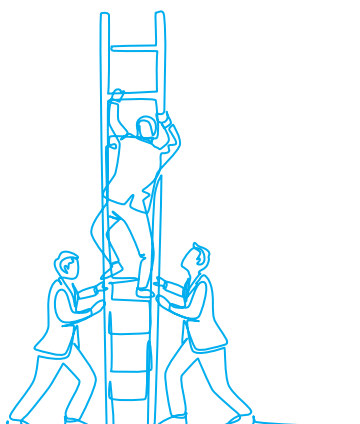
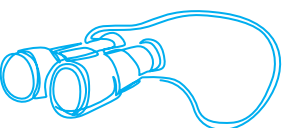
550 primary market attendees. 110 pharmaceutical, biotech, medical device and diagnostic firms in attendance.

2022 Exhibitor Insights

- 100%** Would Highly Recommend LTEN
- 95%** Plan on Exhibiting in 2023
- 75%** Exhibitors Rated Exhibit Hall Engagement Excellent or Good

Top Three Reasons for Exhibiting:

- Find New Clients
- Keep Brand Visible in the Industry
- Grow Business with Existing Clients



Total Visitors 2022 vs 2021

Visitors: **156,703** vs **73,525** **113%**
 New Users: **156,673** vs **72,826** **115%**

Top Content 2022 vs 2021

- Excellence Awards: **19%**
- PrimeTime! Core: **354%**
- Membership: **-1%**
- Events Calendar: **-2%**
- 6Ds: **5%**
- eLearning: **-3%**

Audience Acquisition Overview 2022 vs 2021

Channels & Increased Traffic Year over Year

- Direct **121%**
- Web Search **190%**
- Email **31%**
- Referral **60%**
- Social **29%**
- Paid Search **1,383%**
- Display: **7%**

■ Increase over the 2021 total ■ Decrease from the 2021 total

Page Views 2022 vs 2021

Page Views: **675,605** vs **564,557** **20%**
 Unique Page Views: **389,659** vs **304,775** **28%**
 Sessions: **198,512** vs **112,645** **76%**

- Leadership Forum: **590%**
- Focus Magazine: **14%**
- Resources: **6%**
- Webinars: **-34%**
- Member News: **25%**
- Science & Practice of Modern Learning & Assessment: **161%**

Website Search Data

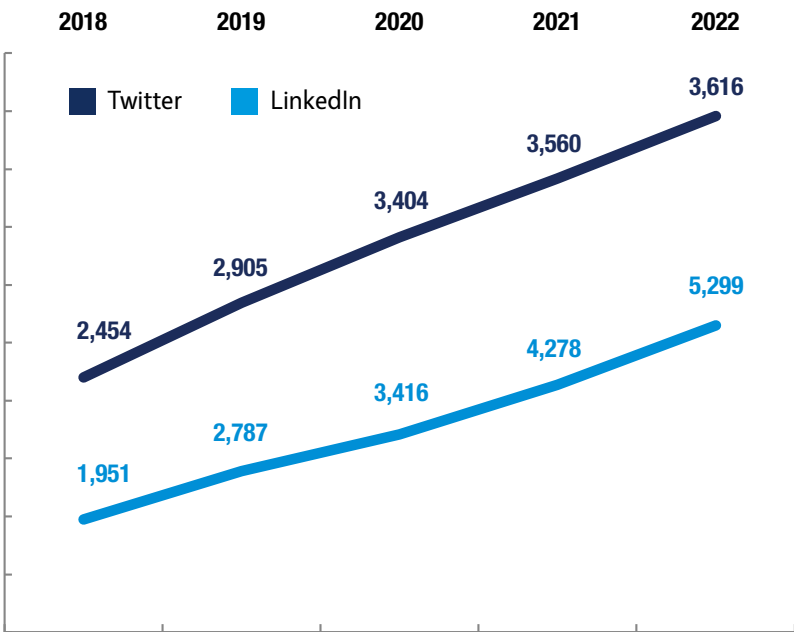
Sessions with Search 2022 vs 2021

1,771 vs **1,196** **48%**

Top Search Terms of 2022

- Facilitation
- Coaching
- Learning Pathways
- Developing Leaders
- Measurement
- Gamification
- Emotional Intelligence
- LMS
- Sales Train
- Learning Technology

5-Year Snapshot



2022 net followers growth: Twitter - 2% and LinkedIn - 24%
 5-year net followers growth: Twitter - 47% and LinkedIn - 172%

Social Media Engagement

LinkedIn

- Net Followers Growth: **23%**
- Total Impressions: **269k**
- Average Engagement Rate: **9%**

Twitter

- Net Followers Growth: **1%**
- Impressions: **127k** **-70%**
- Profile Visit Growth: **10%**

Instagram

- Total Followers: **120**

Facebook

- Page Reach: **3,941** **82%**
- Total Page Likes: **498** **40%**
- Total Page Followers: **534** **7%**



Life Sciences Trainers & Educators Network (LTEN)

4423 Pheasant Ridge Road, Ste. 100

Roanoke, VA 24014

www.L-TEN.org | Tel: (540) 725-3859

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