

Events Results- April 2013

- Executive Summary
- NAFS Events & Visits
- CM Fees Dashboard
- Global & Regional Dashboard
- Practice Area Events Results

Event Results April 2012 vs. 2013

- Virtual Event count up **53%**, (19 vs. 29), seats up **56%** (309 vs. 482), avg. seats up **2%** (16.3 vs. 16.6)
- In-Person Event count up **37%** (76 vs. 104), seats up **31%** (498 vs. 653), avg. seats down **4%** (6.6 vs. 6.3)
- Event count up **40%** (95 vs. 133), seats up **41%** (807 vs. 1,135), avg. seats **flat** (8.5 vs. 8.5)
- Visit count up **53%**, (173 vs. 264) seats up **31%** (315 vs. 412)
- Blended Meeting (events & visits) count up **48%** (268 vs. 397), Seats up **38%** (1,122 vs. 1,547)

Event Results YTD April 2013

- Virtual Event count up **24%** (83 vs. 103), seats up **33%** (1,458 vs. 1,941), avg. seats up **7%** (17.57 vs. 18.84)
 - Teleconference count up **15%** (48 vs. 55), seats up **38%** (779 vs. 1,078), avg. seats up **21%** (16.2 vs. 19.6)
 - Webcast count up **37%** (35 vs. 48), seats up **64%** (679 vs. 863), avg. seats down **7%** (19.4 vs. 18)
- In-Person Event Count up **22%** (303 vs. 371), seats up **23%** (1,768 vs. 2,181) avg. seats up **1%** (5.83 vs. 5.88)
 - Roundtables count up **29%** (187 vs. 241), seats up **45%** (935 vs. 1,360), avg. seats up **13%** (5 vs. 5.64)
 - Conf Roundtables count up **18%** (90 vs. 106), seats up **7%** (387 vs. 476), avg. seats down **9%** (6.88 vs. 6.28)
 - Seminar count up **40%** (5 vs. 7), seats up **44%** (39 vs. 56), avg. seats up **17%** (7.8 vs. 8)
- Events count up **23%** (386 vs. 474), seats up **28%** (3,226 vs. 4,122), avg. seats up **4%** (8.4 vs. 8.7)
- Visit Count up **17%** (710 vs. 832), Seats up **7%** (1,094 vs. 1,169)
- Blended Meeting (events & visits) count up **19%** (1,096 vs. 1,306), seats up **23%** (4,315 vs. 5,291)

CM Fee YTD April

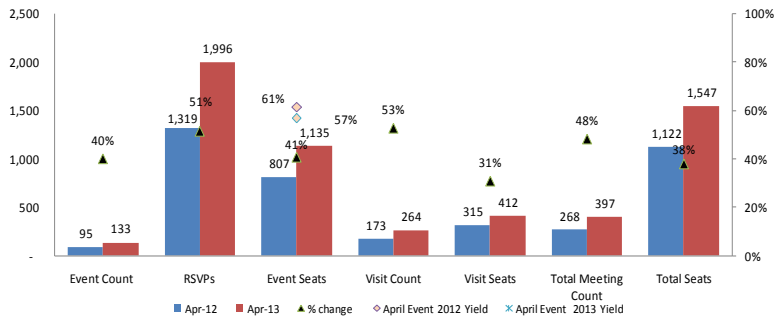
- Avg. CM fee down **14%** (\$1,267 vs. \$1,190)
- Roundtables-down **23%** (\$1,907 vs. \$1,461)
- Conf Roundtables-down **13%** (\$1,356 vs. \$1,180)
- Seminar- down **26%** (\$2,400 vs. \$1,786)
- Teleconference-down **17%** (\$1,281 vs. \$1,061)
- Webcast- down **22%** (\$2,049 vs. \$1,592)
- Visits-down **8%** (\$1,016 vs. \$938)

	Event Count			Seats			Avg. Seats		
	2012	2013	%	2012	2013	%	2012	2013	%
Virtual									
AFA	1	2	0%	30	29	0%	-	14.5	0%
CGS	2	1	-50%	35	9	-74%	17.5	9.0	-49%
EI	5	4	-20%	86	74	-14%	17.2	18.5	8%
FBS	1	4	300%	17	59	247%	17.0	14.8	-13%
HC	3	2	-33%	44	44	0%	14.7	22.0	50%
HC Conf	0	0	0%	0	0	0%	-	-	0%
LERA	4	3	-25%	44	57	30%	11.0	19.0	73%
RE	2	7	250%	44	73	66%	22.0	10.4	-53%
TMT	1	6	500%	9	137	1422%	9.0	22.8	154%
Total	19	29	53%	309	482	56%	16.3	16.6	2%
In-Person									
AFA	1	1	0%	11	8	-27%	11.0	8.0	-27%
CGS	10	9	-10%	54	69	28%	5.4	7.7	42%
EI	8	9	13%	44	67	52%	5.5	7.4	35%
FBS	1	10	900%	4	53	1225%	4.0	5.3	33%
HC	10	19	90%	47	90	91%	4.7	4.7	1%
HC Conf	27	26	-4%	233	188	-19%	8.6	7.2	-16%
LERA	10	20	100%	59	107	81%	5.9	5.4	-9%
RE	1	2	100%	4	14	250%	4.0	7.0	75%
TMT	8	8	0%	42	57	36%	5.3	7.1	36%
Total	76	104	37%	498	653	31%	6.6	6.3	-4%
Visits									
AFA	2	4	100%	2	22	1000%	1.0	5.5	450%
CGS	27	55	104%	30	67	123%	1.1	1.2	10%
EI	24	39	63%	36	62	72%	1.5	1.6	6%
FBS	11	15	36%	13	28	115%	1.2	1.9	58%
HC	20	28	40%	27	32	19%	1.4	1.1	-15%
HC Conf	36	54	50%	41	61	49%	1.1	1.1	-1%
LERA	42	46	10%	153	104	-32%	3.6	2.3	-38%
RE	2	7	250%	4	16	300%	2.0	2.3	14%
TMT	9	16	78%	9	20	122%	1.0	1.3	25%
Total	173	264	53%	315	412	31%	1.8	1.6	-14%

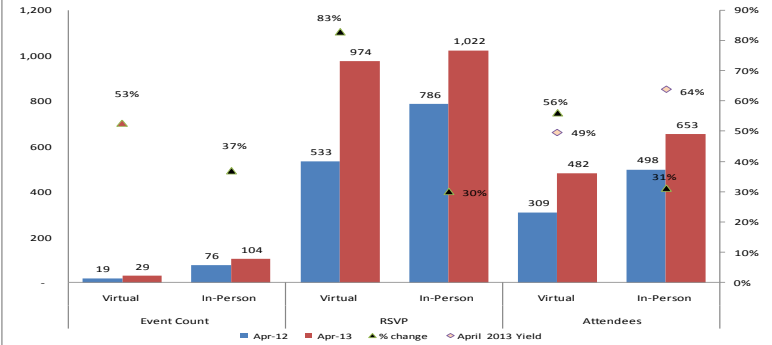
Meetings Dashboard(NAFS)-April

Event Count ↑ 40%, RSVP ↑ 51%, Events Seats ↑ 41%, Visits ↑ 53%, Total Meetings ↑ 48%, Total Seats ↑ 38%

Meetings Metrics (April 2012 vs. 2013)

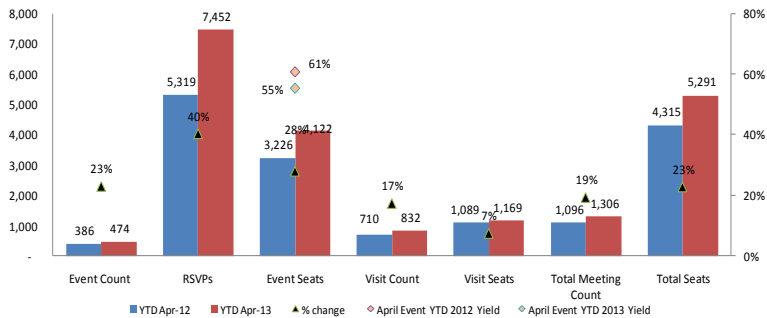


Events Metrics-Virtual vs. In-Person (April 2012 vs. 2013)

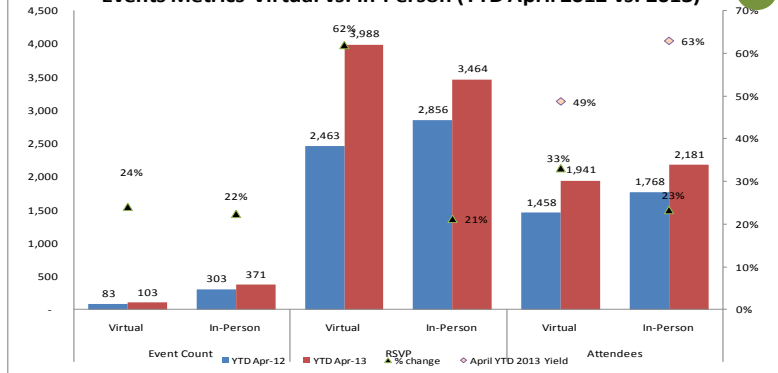


Event Count ↑ 23%, RSVP ↑ 40%, Events Seats ↑ 28%, Visits ↑ 5%, Total Meetings ↑ 19%, Total Seats ↑ 23%

Meeting Metrics (YTD, April 2012 vs. 2013)

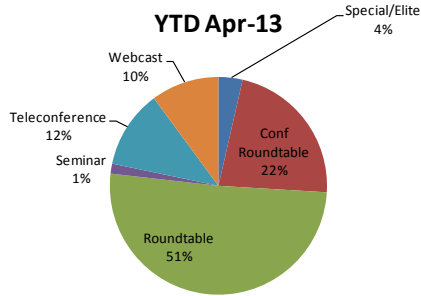


Events Metrics-Virtual vs. In-Person (YTD April 2012 vs. 2013)

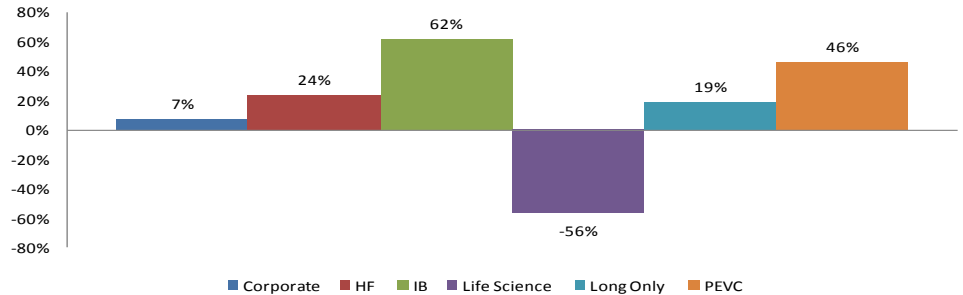


YTD Client Mix (NAFS Events), First Time User Report

YTD Client Mix



Client Mix Variance of Events-YTD April (2012 vs. 2013)



First Time User Report

LERA was the most successful PA, with **27** new users engaged
 The most successful Event was the HC Teleconference: Cardiac Rhythm Management Update - Implantable Cardiac Defibrillators, with **15** new users engaged

New User Engagement – April		
	Total	Attended
First engagement with GLG	107	84
First engagement with Events	257	187

Topic of Discussion

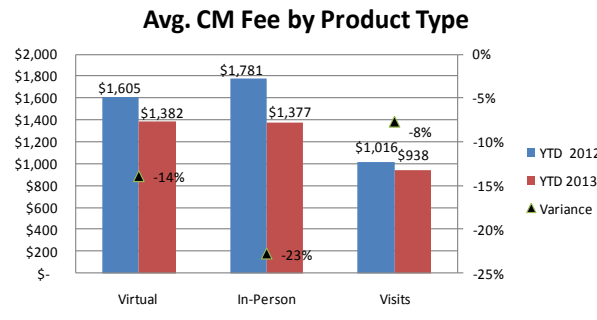
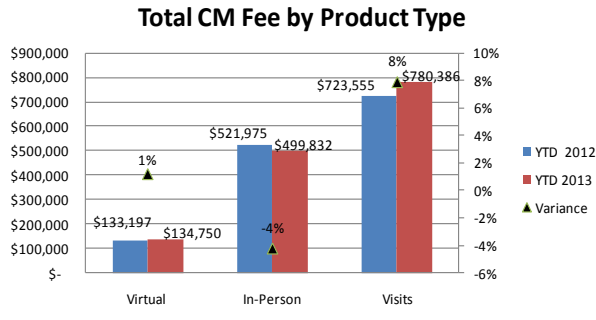
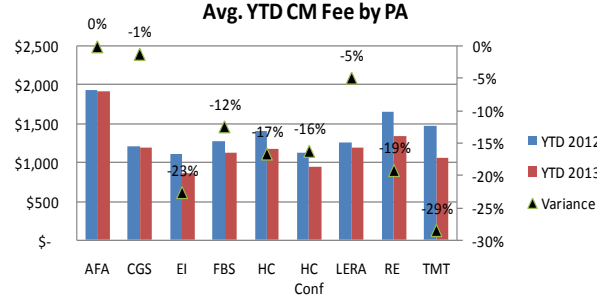
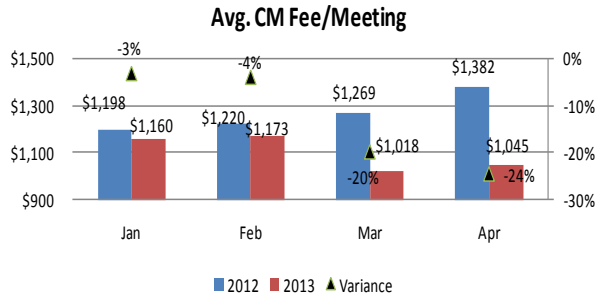
Taking a look back (July 2012 & August 2012)

					New York Region- July -12										
					Conference	Roundtable	Special/Elite	Roundtable	Seminar	Teleconference	Webcast	Visit	Total		
					AFA				4		3	2	9		
					CGS			3		3		11	17		
					EI			4		1	2	6	13		
					FBS			3		1	2	1	7		
					HC			5		4	1	6	16		
					HC Conf							12	12		
					LERA		2	3		2	1	12	20		
					RE			2		1	2	1	6		
					TMT			3		1	3	8	15		
					Total			0	2	23	4	13	14	59	115
					Jul-12										
					Boston/Midwest										
					New York										
					Vest Coas										
					Total										
In-Person		4	29	6									39		
Virtual			27										27		
Visit		14	59	19									92		
Total		18	115	25									158		
					New York Region- August -12										
					Conference	Roundtable	Special/Elite	Roundtable	Seminar	Teleconference	Webcast	Visit	Total		
					AFA				2		1		3		
					CGS			7		3		9	19		
					EI						6	7	13		
					FBS		1	2		5		6	14		
					HC			2	1		1	5	9		
					HC Conf		7					19	26		
					LERA			3			1	11	15		
					RE			1			1	1	3		
					TMT			3		1	3	12	19		
					Total			7	1	18	3	9	13	70	121
					Aug-12										
					Boston/Midwest										
					New York										
					Vest Coas										
					Total										
In-Person		8	29	4									41		
Virtual			22										22		
Visit		23	70	17									110		
Total		31	121	21									173		

CM Fees Dashboard-YTD April

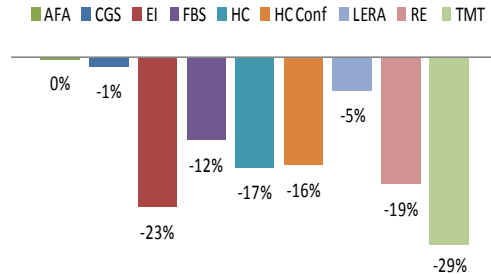
CM Fees Dashboard

YTD Avg. CM Fees ↓ **14%** (\$1,267 vs. \$1,090)

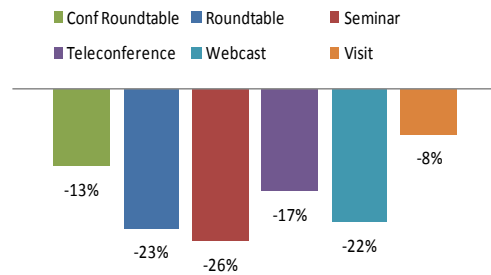


Avg. CM Fees down in EI -23% & TMT 29%
Avg. CM fees down 8% in Visits (1,016 vs. 938)
Avg. CM fee down 13% in NY Region

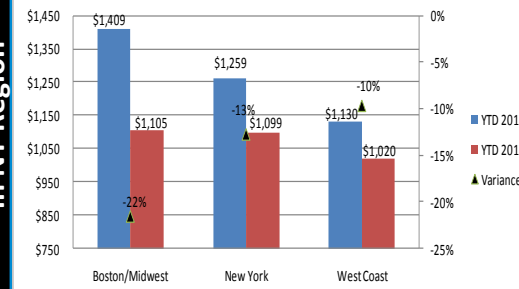
YTD Avg. CM Fee YoY Variance by PA



YTD Avg. CM fee by Product YoY Variance



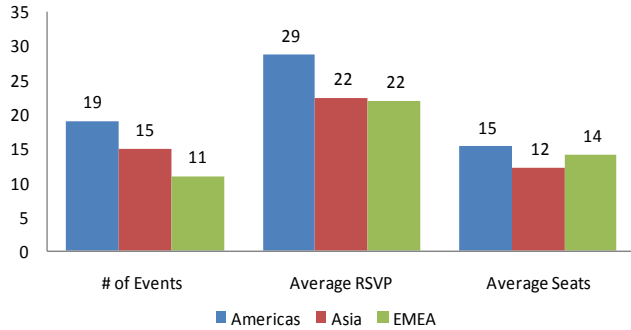
Avg. YTD CM Fee by Region



Global & Regional Events Results-April

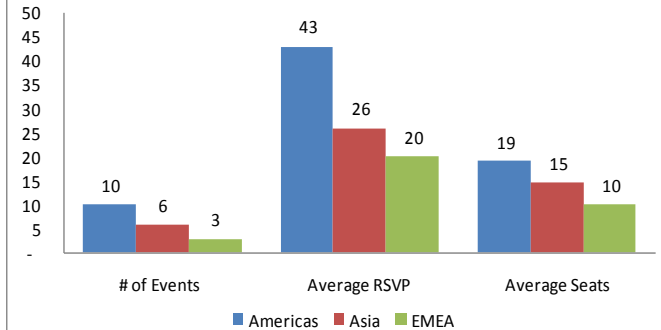
Americas driving most average seats

Regional Key Metrics Comparison-Teleconference



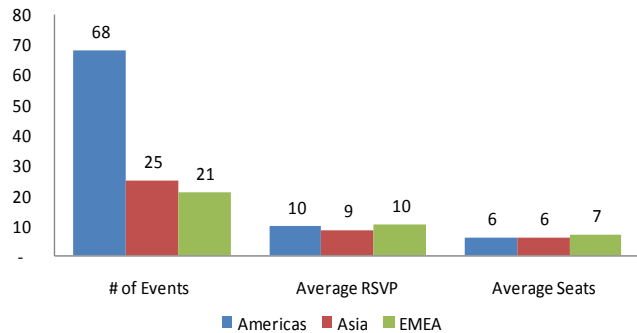
Americas driving most average seats

Regional Key Metrics Comparison-Webcast



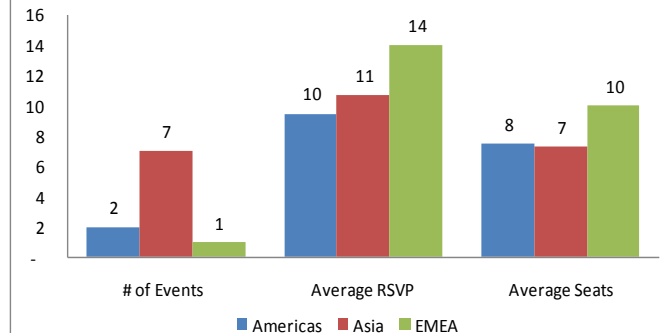
EMEA driving most average seats

Regional Key Metrics Comparison-Roundtable



EMEA driving most average seats

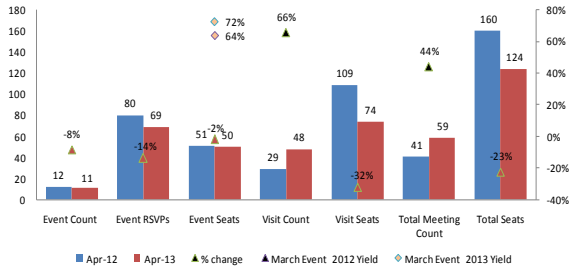
Regional Key Metrics Comparison-Seminar



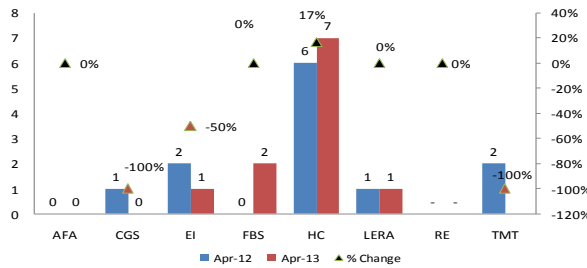
Boston/Midwest Region Dashboard April (2012 vs. 2013)

Event Count ↓ 8%, **RSVP** ↓ 14%, **Seats** ↓ 2%, **Visit Count** ↑ 66%, **Total Seats** ↓ 23%

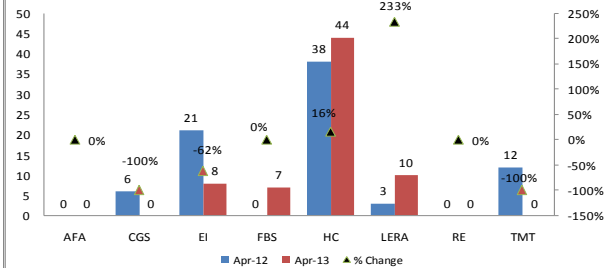
Boston/Midwest Event Metrics-April (2012 vs. 2013)



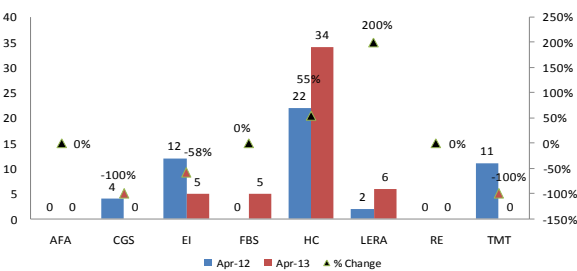
Boston/Midwest Event Count (April 2012 vs. 2013)



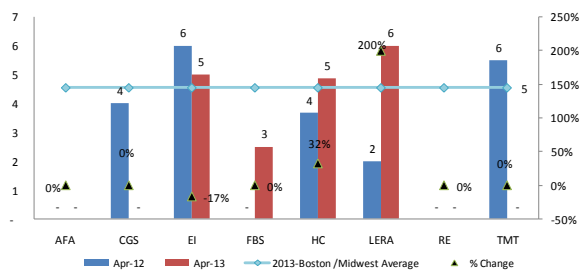
Boston/Midwest RSVP (April 2012 vs. 2013)



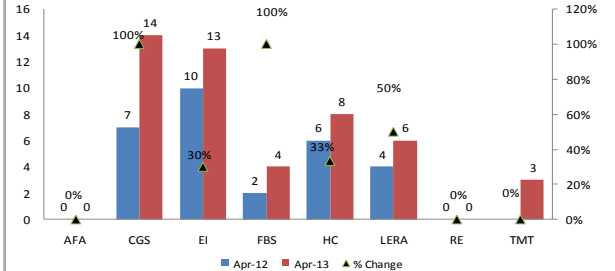
Boston/Midwest Attendance (April 2012 vs. 2013)



Boston/Midwest Average Seats (April 2012 vs. 2013)



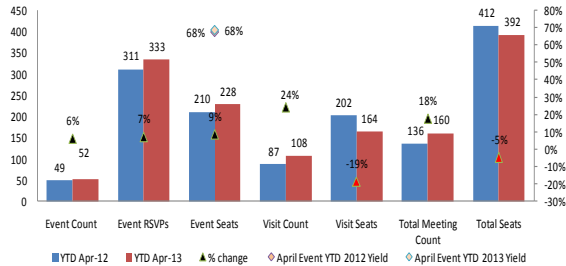
Boston/Midwest Visit Count Meeting April (2012 vs. 2013)



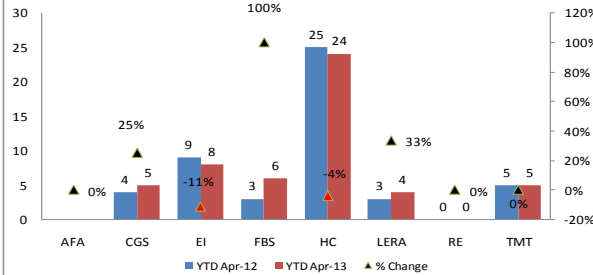
Boston/Midwest Region Dashboard YTD April (2012 vs. 2013)

Event Count ↑ 6%, RSVP ↑ 7%, Event Seats ↑ 9%, Visit Count ↑ 24%, Total Seats ↓ 5%

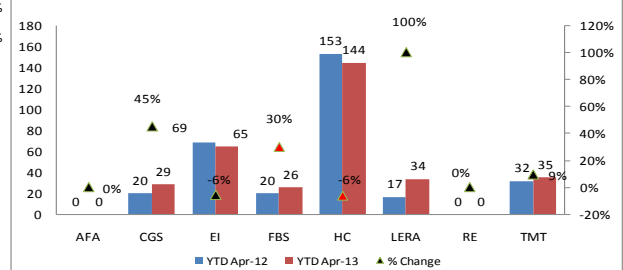
Boston/Midwest Event Metrics-April YTD (2012 vs. 2013)



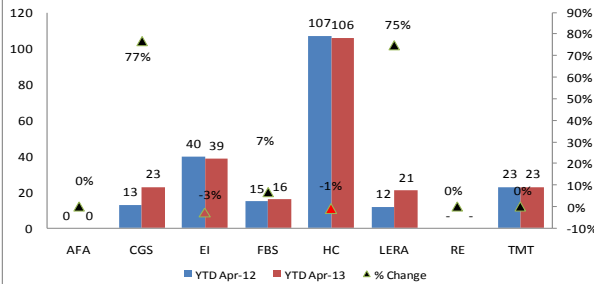
Boston/Midwest Event Count YTD April 2012 vs. 2013



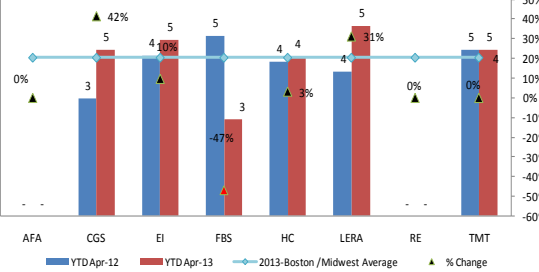
Boston/Midwest RSVP YTD April 2012 vs. 2013



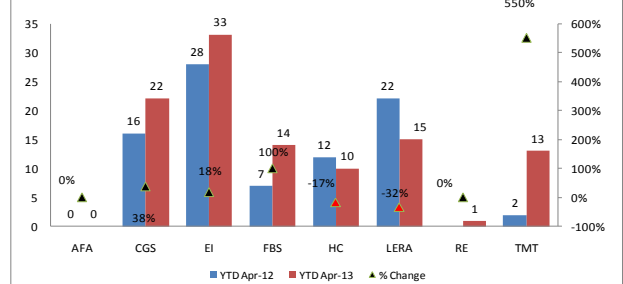
Boston/Midwest Attendance YTD April 2012 vs. 2013



Boston/Midwest Average Seats YTD April 2012 vs. 2013



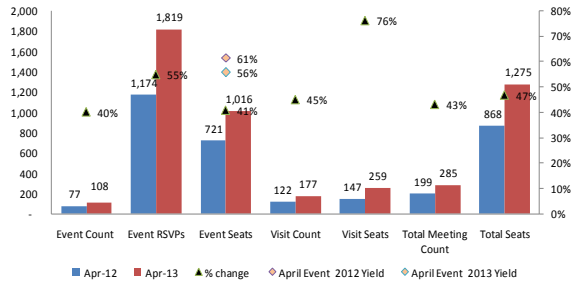
Boston/Midwest Visit Count YTD April 2012 vs. 2013



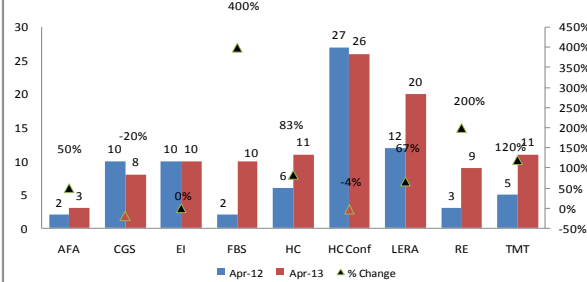
New York Region Dashboard April (2012 vs. 2013)

Event Count ↑ 40%, RSVP ↑ 55%, Events Seats ↑ 41%, Visit Count ↑ 45%, Total Seats ↑ 47%

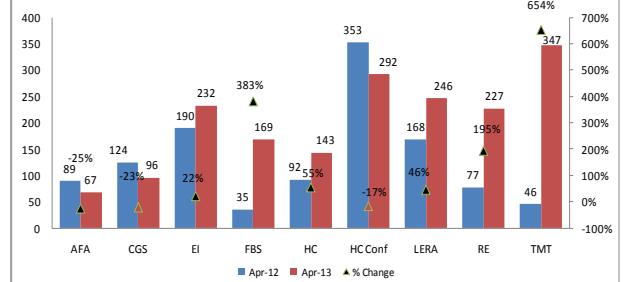
New York Region-Event Metrics-April (2012 vs. 2013)



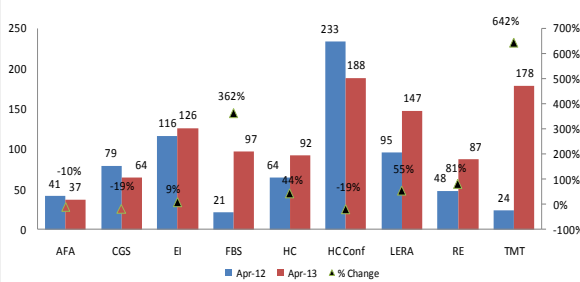
New York Event Count (April 2012 vs. 2013)



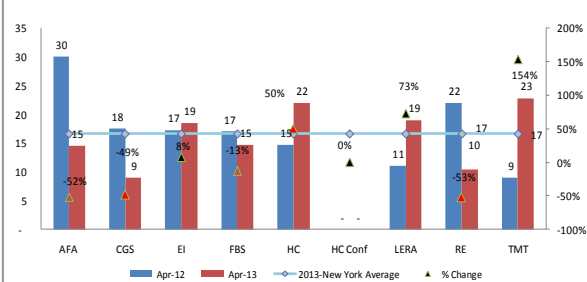
New York RSVP (April 2012 vs. 2013)



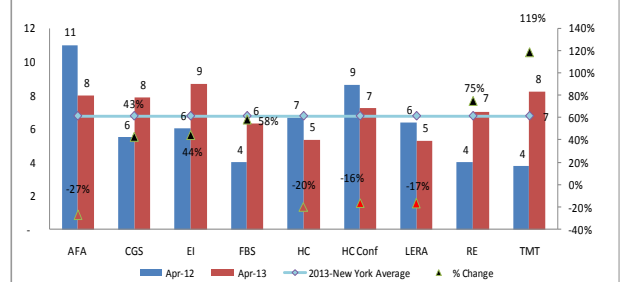
New York Attendance (April 2012 vs. 2013)



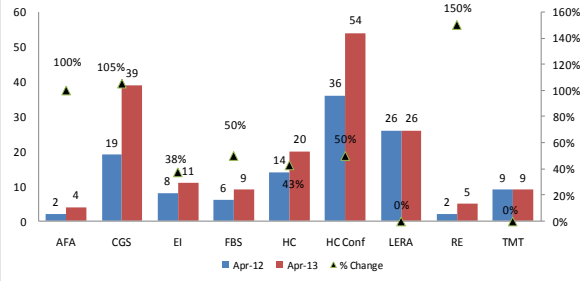
New York Average Seats-Virtual (April 2012 vs. 2013)



New York Average Seats-In person (April 2012 vs. 2013)

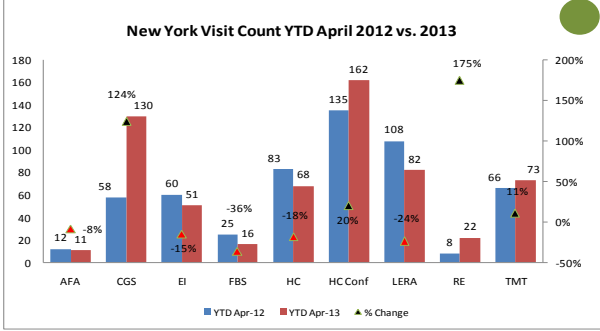
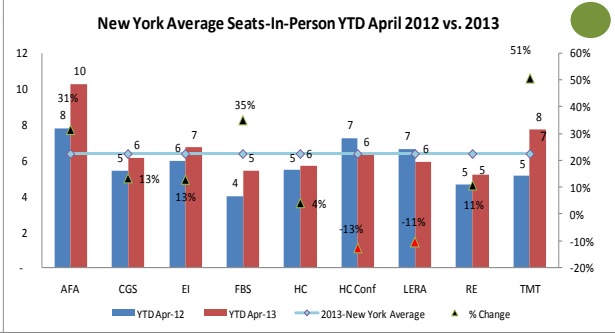
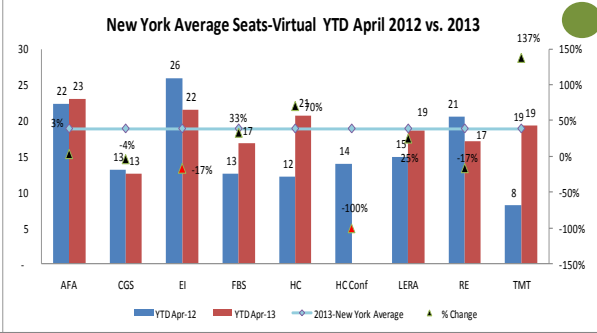
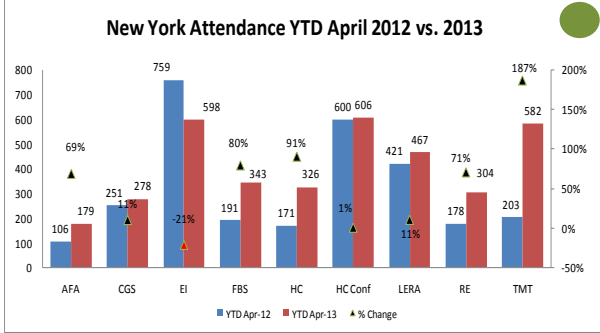
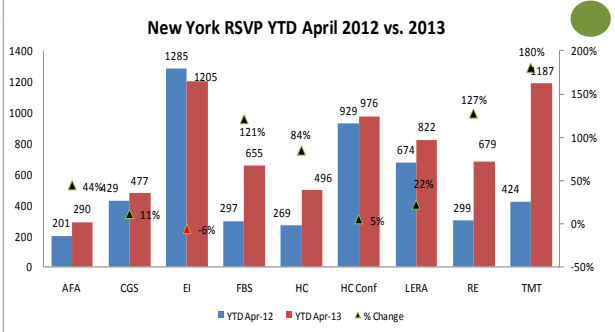
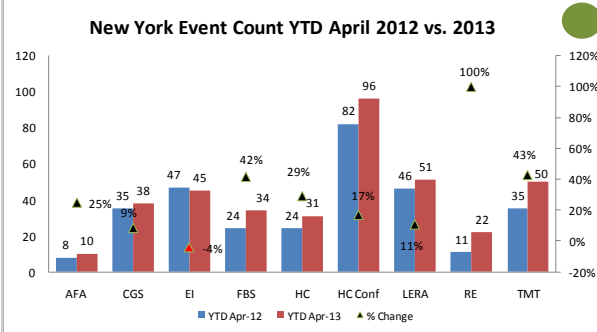
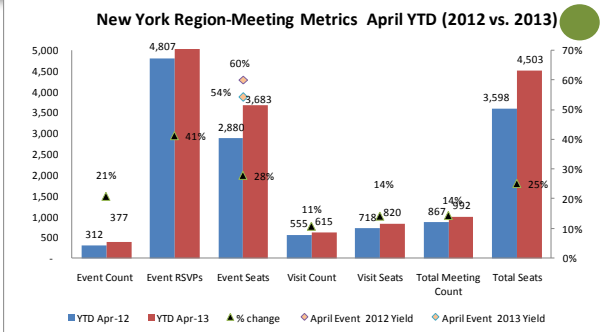


New York Visit Count April (2012 vs. 2013)



New York Region Dashboard YTD April (2012 vs. 2013)

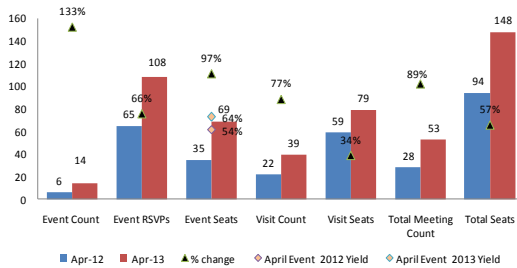
Event Count ↑ 21%, **RSVP** ↑ 41%, **Events Seats** ↑ 28%, **Visit Count** ↑ 11%, **Total Seats** ↑ 25%



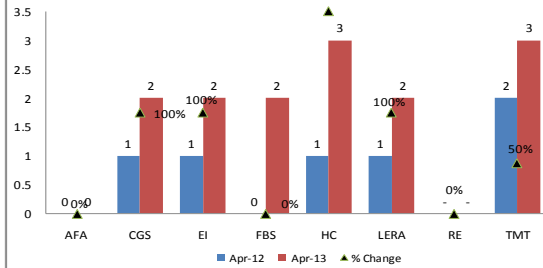
West Coast Region Dashboard April (2012 vs. 2013)

Event Count ↑ 133%, RSVP ↑ 66%, Event Seats ↑ 97%, Visit Count ↑ 77%, Total Seats ↑ 57%

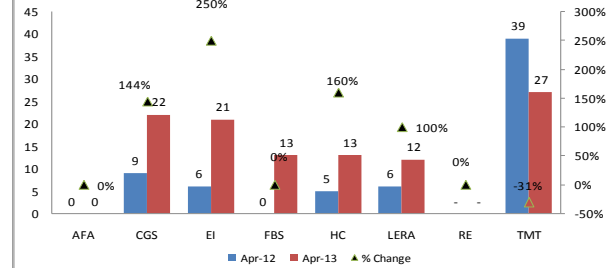
West Coast-Meeting Metrics-April (2012 vs. 2013)



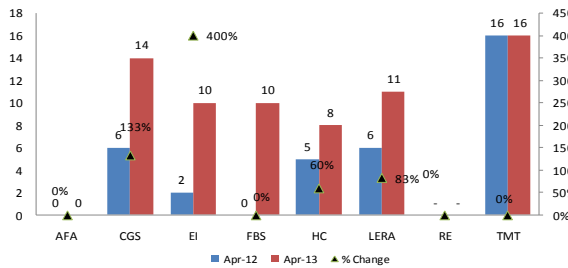
West Coast Event Count (April 2012 vs. 2013)



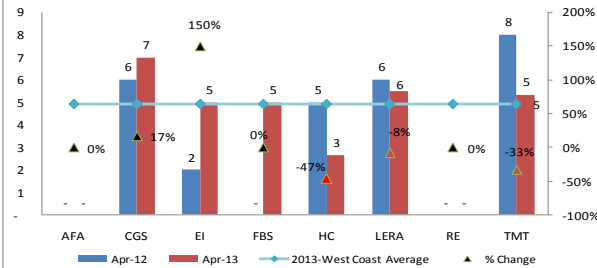
West Coast RSVP (April 2012 vs. 2013)



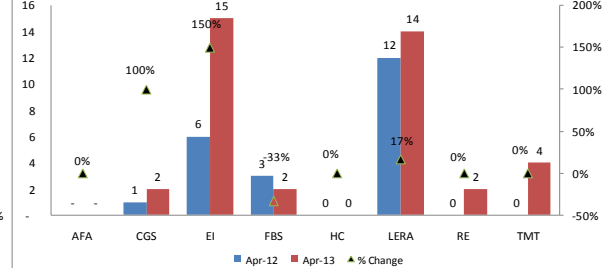
West Coast Attendance (April 2012 vs. 2013)



West Coast Average Seats (April 2012 vs. 2013)



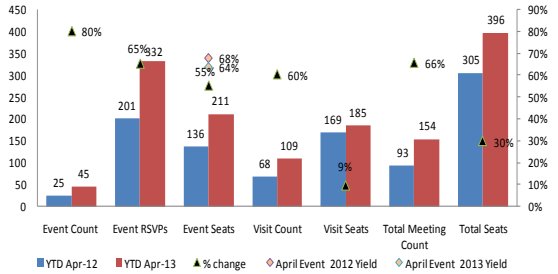
West Coast Visit Count April (2012 vs. 2013)



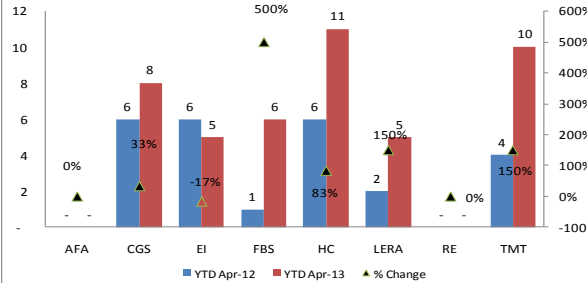
West Coast Region Dashboard YTD April (2012 vs. 2013)

Event Count ↑ 80%, RSVP ↑ 65%, Event Seats ↑ 55%, Visit Count ↑ 60%, Total Seats ↑ 30%

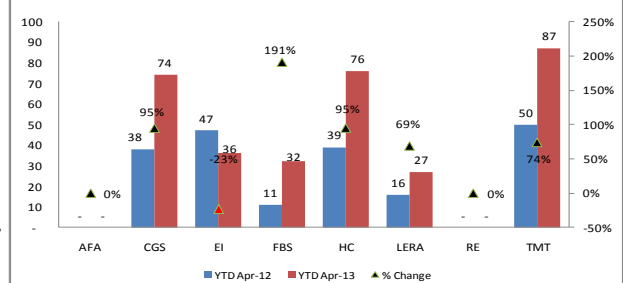
West Coast-Event Metrics April YTD (2012 vs. 2013)



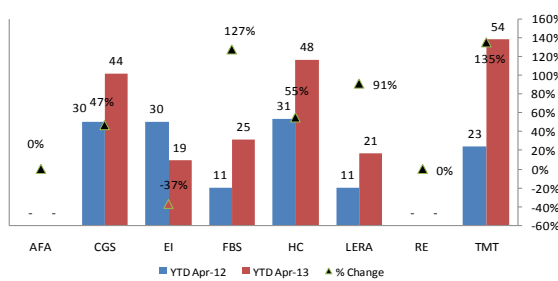
West Coast Event Count YTD April 2012 vs. 2013



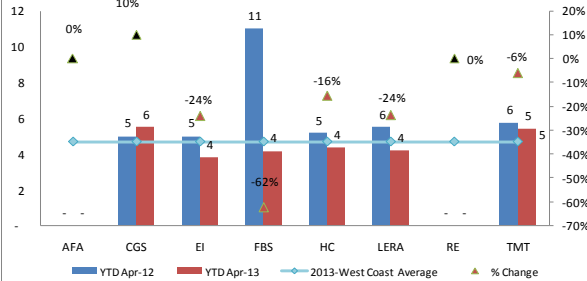
West Coast RSVP YTD April 2012 vs. 2013



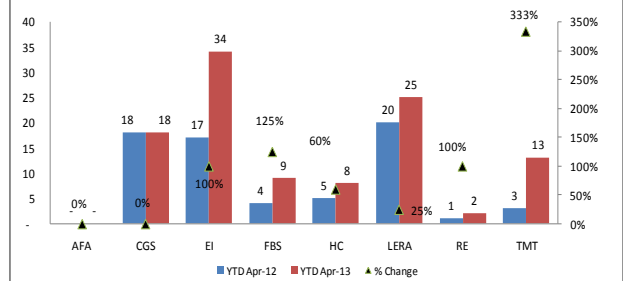
West Coast Attendance YTD April 2012 vs. 2013



West Coast Average Seats YTD April 2012 vs. 2013



West Coast Visit Count YTD April 2012 vs. 2013

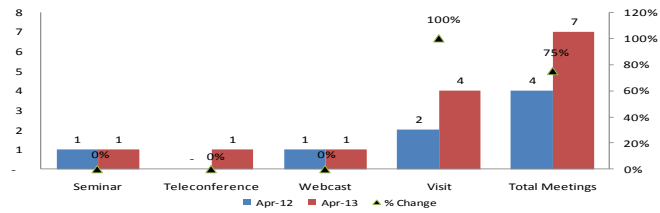


Practice Area Events April

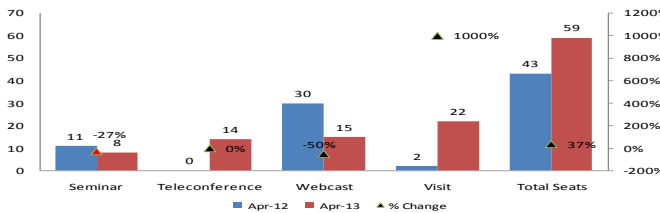
AFA Dashboard 2012 vs. 2013 (NY Region)

**Meeting Count up 75%, Total Seats up 37%,
Avg. Seats down 40%,**

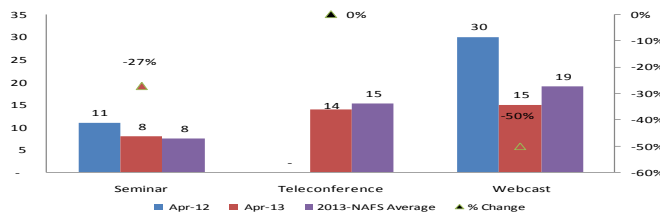
AFA Meeting Count (April 2012 vs. 2013)



AFA Attendance (April 2012 vs. 2013)

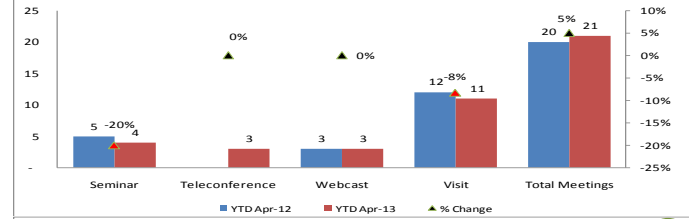


AFA Average Seats (April 2012 vs. 2013)

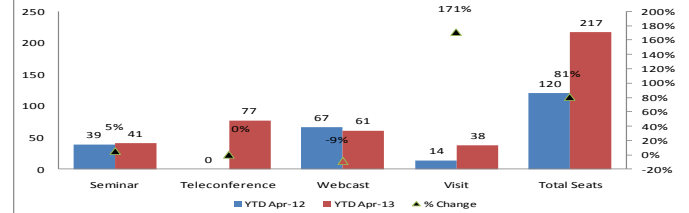


**Meeting Count up 5%, Total Seats up 81%, Avg.
Seats up 35%**

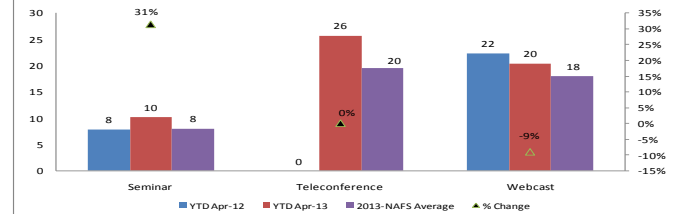
AFA Meeting Count YTD (April 2012 vs. 2013)



AFA Attendance YTD (April 2012 vs. 2013)



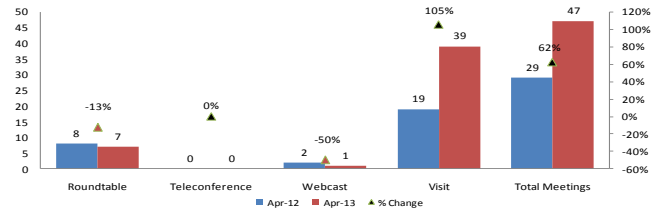
AFA Average Seats YTD (April 2012 vs. 2013)



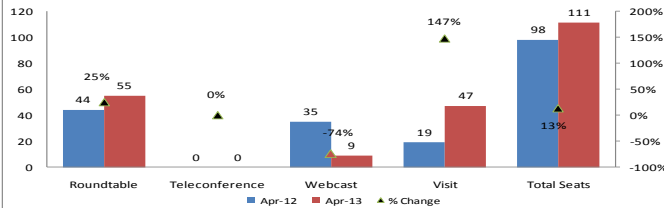
CGS Dashboard 2012 vs. 2013 (NY Region)

**Meeting Count up 62%, Total Seats up 13%,
Avg. Seats up 1%**

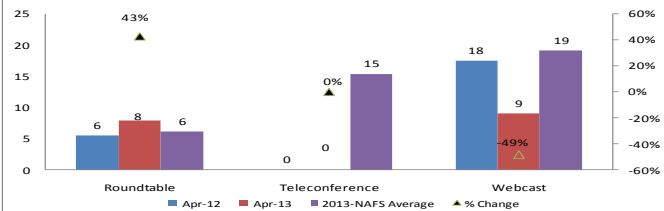
CGS Meeting Count (April 2012 vs. 2013)



CGS Attendance (April 2012 vs. 2013)

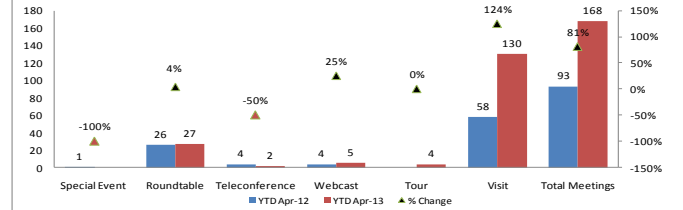


CGS Average Seats (April 2012 vs. 2013)

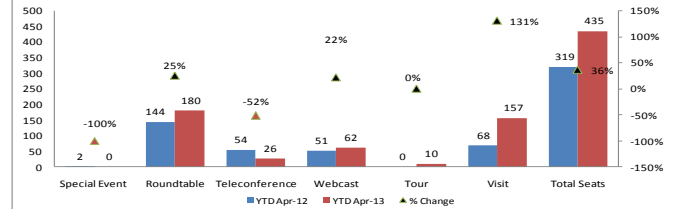


**Meeting Count up 81%, Total Seats up 36%,
Avg. Seats flat**

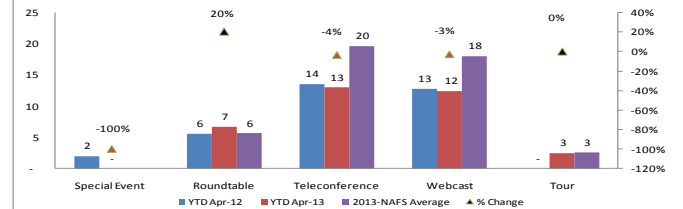
CGS Meeting Count YTD (April 2012 vs. 2013)



CGS Attendance YTD (April 2012 vs. 2013)



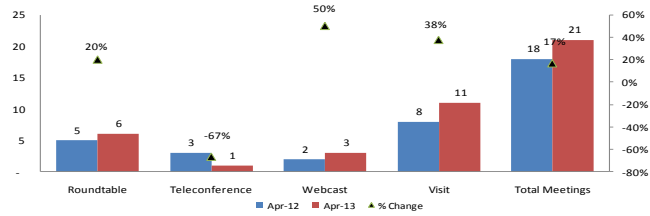
CGS Average Seats YTD (April 2012 vs. 2013)



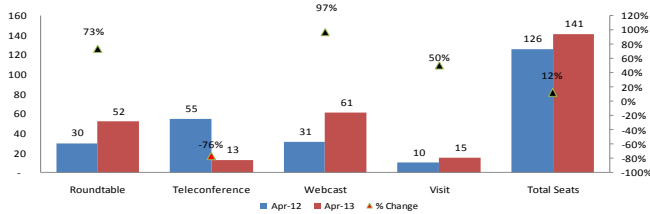
El Dashboard 2012 vs. 2013 (NY Region)

**Meeting Count up 17%, Total Seats up 12%,
Avg. Seats up 9%**

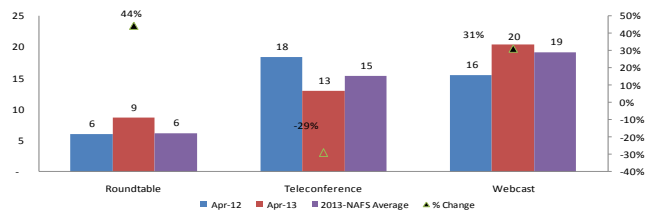
El Meeting Count (April 2012 vs. 2013)



El Attendance (April 2012 vs. 2013)

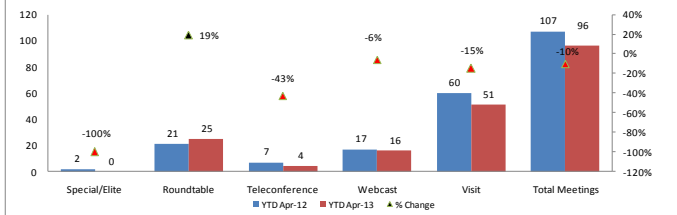


El Average Seats (April 2012 vs. 2013)

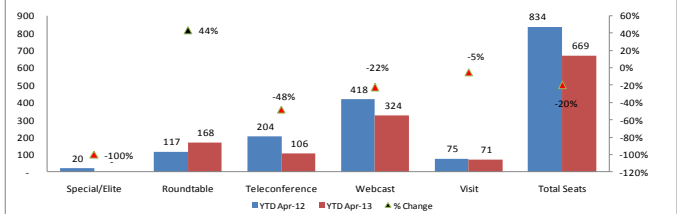


**Meeting Count down 10%, Total Seats down 20%,
Avg. Seats down 11%**

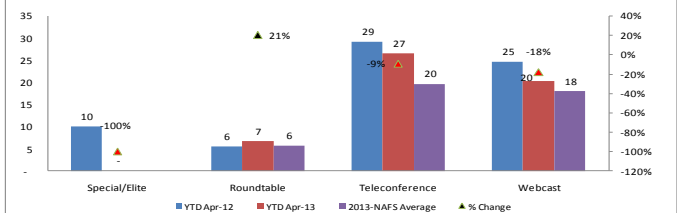
El Meeting Count YTD (April 2012 vs. 2013)



El Attendance YTD (April 2012 vs. 2013)

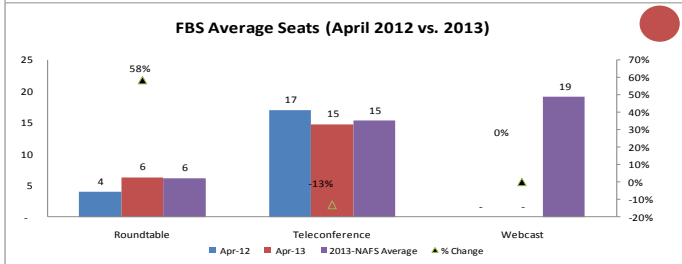
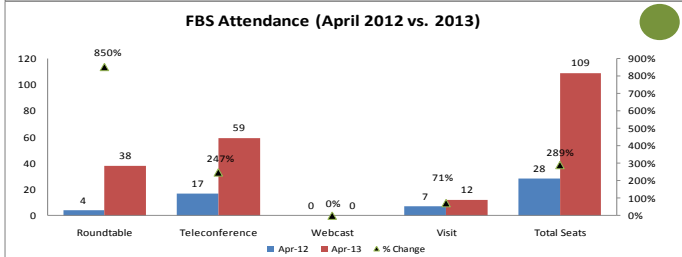
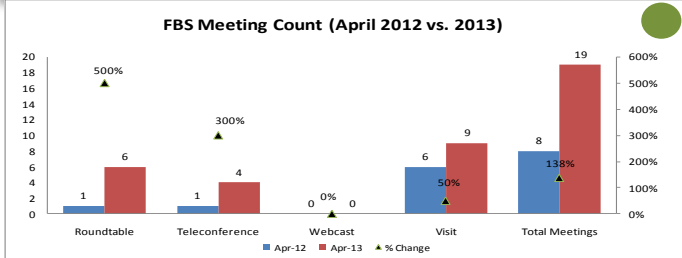


El Average Seats YTD (April 2012 vs. 2013)

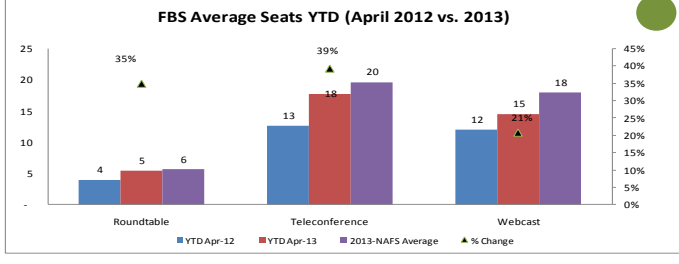
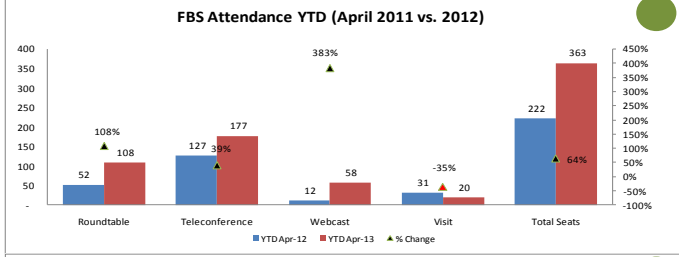
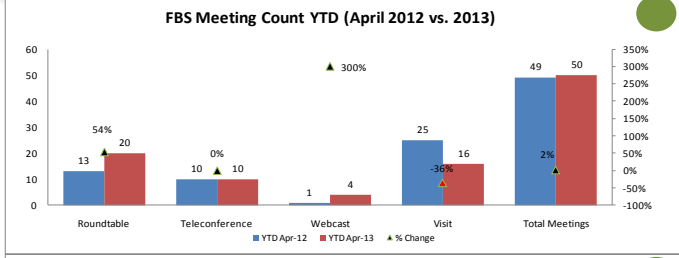


FBS Dashboard 2012 vs. 2013 (NY Region)

Meeting Count up 138%, Total Seats up 289%, Avg. Seats down 8%

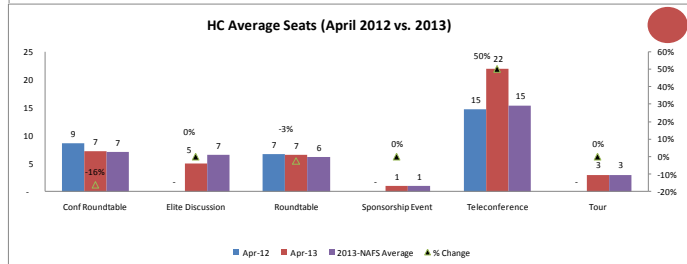
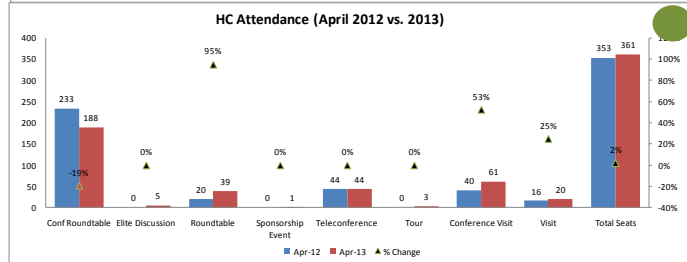
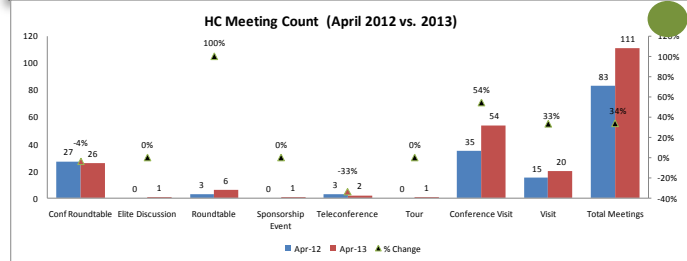


Meeting Count up 2%, Total Seats up 64%, Avg. Seats up 27%

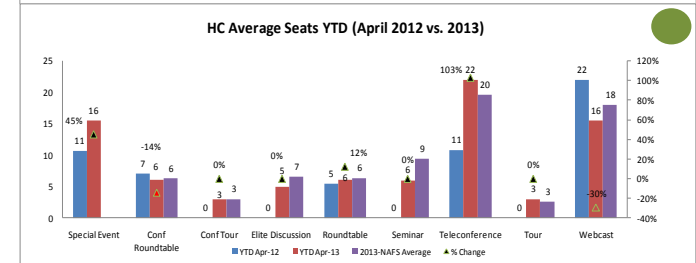
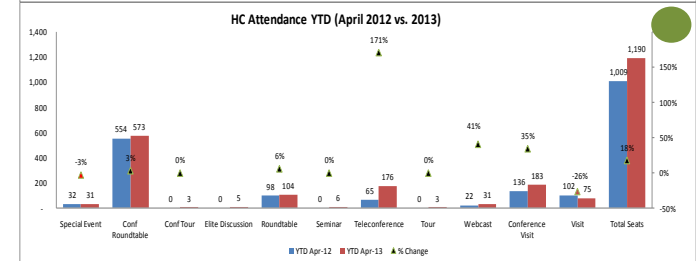
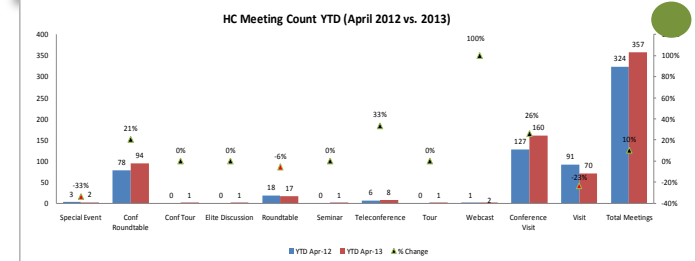


HC Dashboard 2012 vs. 2013 (NY Region)

Meeting Count up 34%, Total Seats up 2%, Avg. Seats down 16%



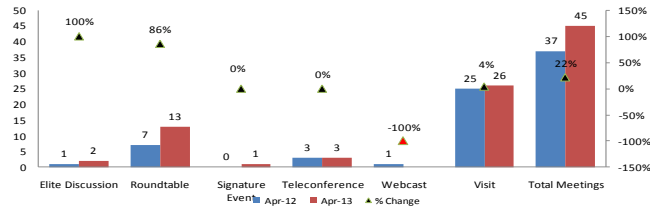
Meeting Count up 10%, Total Seats up 18%, Avg. Seats up 1%



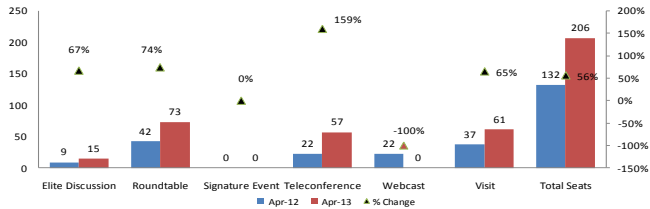
LERA Dashboard 2012 vs. 2013 (NY Region)

**Meeting Count up 22%, Total Seats up 56%,
Avg. Seats up 15%**

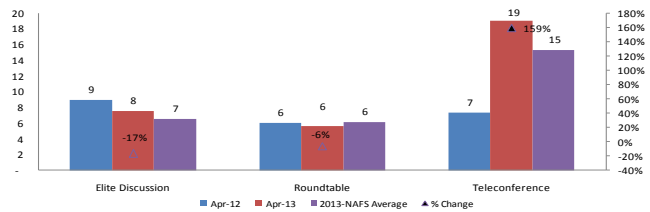
LERA Meeting Count (April 2012 vs. 2013)



LERA Attendance (April 2012 vs. 2013)

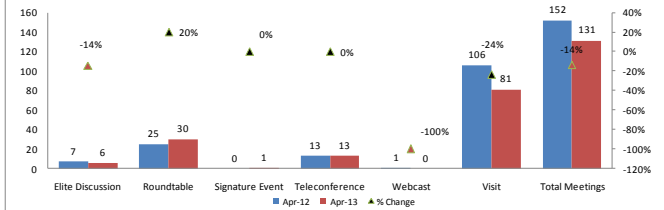


LERA Average Seats (April 2012 vs. 2013)

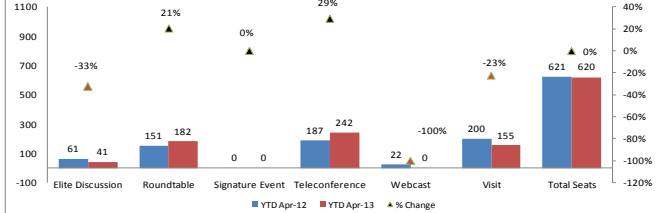


**Meeting Count down 14%, Total Seats flat
Avg. Seats up 5%**

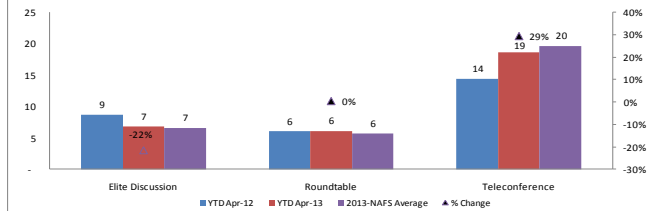
LERA Meeting Count YTD (April 2012 vs. 2013)



LERA Attendance YTD (April 2012 vs. 2013)



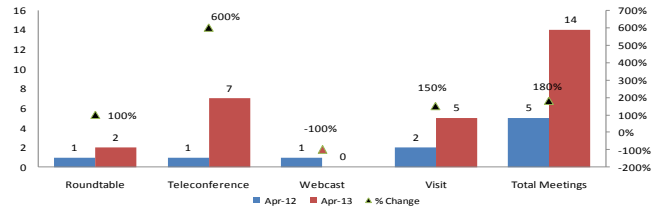
LERA Average Seats YTD (April 2012 vs. 2013)



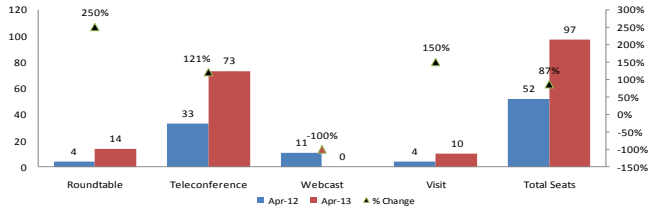
RE Dashboard 2012 vs. 2013 (NY Region)

Meeting Count up 180%, Total Seats up 87%, Avg. Seats down 40%

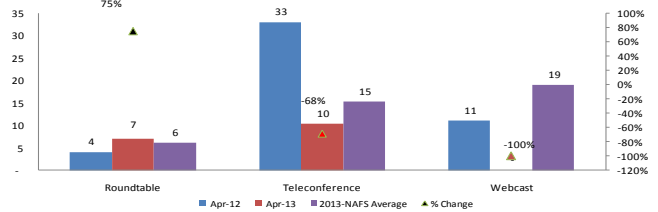
RE Meeting Count (April 2012 vs. 2013)



RE Attendance (April 2012 vs. 2013)

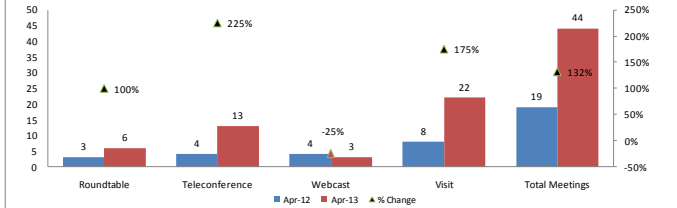


RE Average Seats (April 2012 vs. 2013)

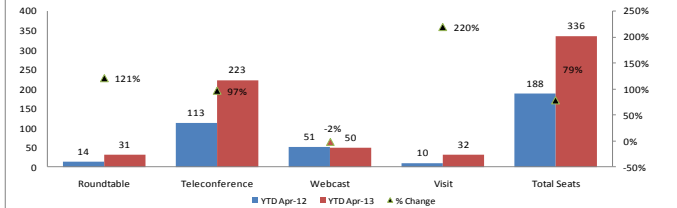


Meeting Count up 132%, Total Seats up 79%, Avg. Seats down 15%

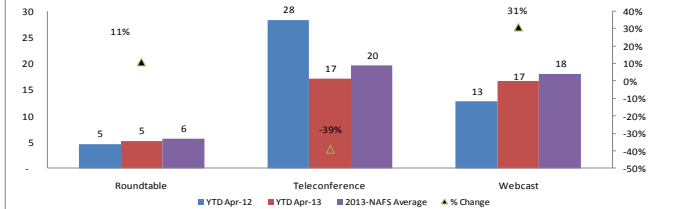
RE Meeting Count YTD (April 2012 vs. 2013)



RE Attendance YTD (April 2012 vs. 2013)



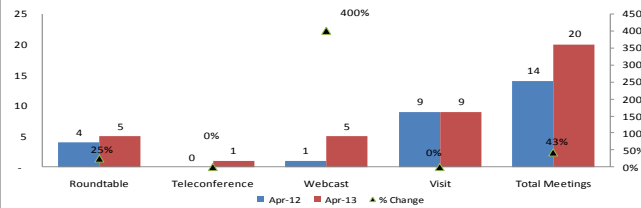
RE Average Seats YTD (April 2012 vs. 2013)



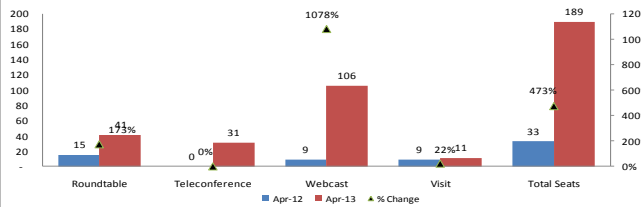
TMT Dashboard 2012 vs. 2013 (NY Region)

**Meeting Count up 43%, Total Seats up 473%,
Avg. Seats up 237%**

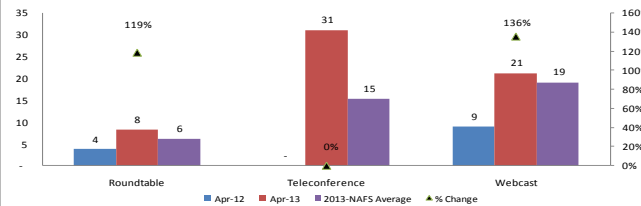
TMT Meeting Count (April 2012 vs. 2013)



TMT Attendance (April 2012 vs. 2013)

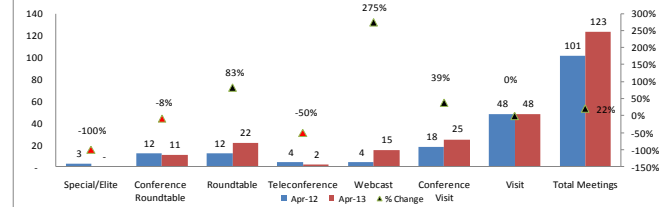


TMT Average Seats (April 2012 vs. 2013)

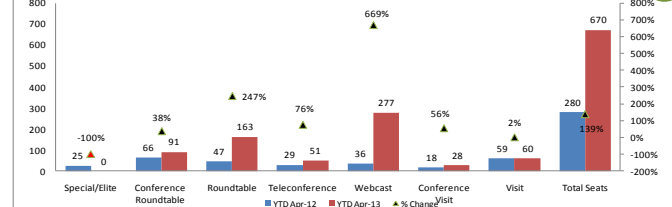


**Meeting Count up 22%, Total Seats up 139%,
Avg. Seats up 101%**

TMT Meeting Count YTD (April 2012 vs. 2013)



TMT Attendance YTD (April 2012 vs. 2013)



TMT Average Seats YTD (April 2012 vs. 2013)

