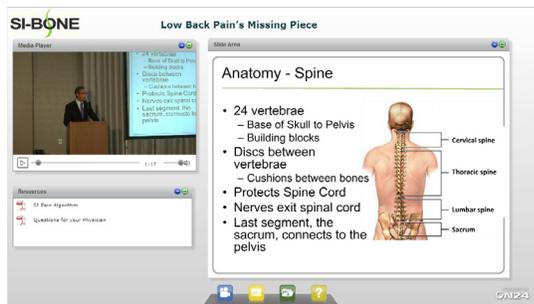


# ON24 FOR LIFE SCIENCES

Life sciences professionals face increased global competition, making it much harder to engage target audiences with traditional tactics like symposiums and other in-person events. Medical and pharmaceutical companies must adapt if they want to continue to reach, educate, and engage increasingly large and diverse global communities of employees and prospects.

With ON24, you can deliver highly engaging, fully branded virtual events and webinars that help you reach more people and get more from each engagement.



SI-Bone Webinar: Low Back Pain's Missing Piece

## POWERFUL AND FLEXIBLE

Webinars are a key tool for training and internal communications — and ON24 is the most powerful and customizable platform for virtual events and webinars. From branded communications to sales operations, ON24 can help you meet all your goals.

## A RICH USER EXPERIENCE

ON24 Webcast Elite helps you deliver dynamic events that will create a connection between the attendee and the brand, deepen consumer engagement and accelerate the time to purchase.

- **Branding.** With ON24's fully customizable webinar consoles, your events will shine with your logos, colors, imagery, and brand messaging.
- **Security.** With registration requirements, you can ensure that your message will reach everyone you want it to — and no one else.
- **Interactivity.** The ON24 platform offers more than 30 interactive tools, including polling, Q&A, chat, and group collaboration to give your audience more ways to engage.
- **Multimedia events.** With ON24, you can integrate on-camera presenters, deliver live product demos, and share engaging video clips in every webinar.

## ALL THE METRICS THAT MATTER

ON24 engagement scoring delivers attendee data that tells you who was the most interested, so you know who was paying attention. And the dashboard provides valuable performance benchmarks and instant insight into how your webinars stack up to other events in your industry. Even better, ON24 can become a seamless component of your existing technology stack. ON24 integrates with all the most popular CRM and marketing automation platforms, giving you same-day access to your event data.

## SALES ENABLEMENT

The life sciences are a highly regulated and constantly evolving industry. That leaves many companies struggling to find the best way to keep their sales forces up to date with new regulations, changes, and product info. With ON24, you can easily reach your entire sales base, whether they're located in your headquarters or out in the field, and give them the opportunity to get key updates, ask questions, and engage directly.

"We loved the back-end analytics of the ON24 platform which enabled us to see how people got to our webinars, how long they viewed, and what content they downloaded."

— Jeff Monroe,  
Marketing Manager, SI-BONE



## TRUSTED BY KEY BRANDS IN THE LIFE SCIENCES

Life sciences companies of all sizes use ON24 Webcast Elite for extending or replacing in-person events, generating demand for products and services, training and town halls, and more.

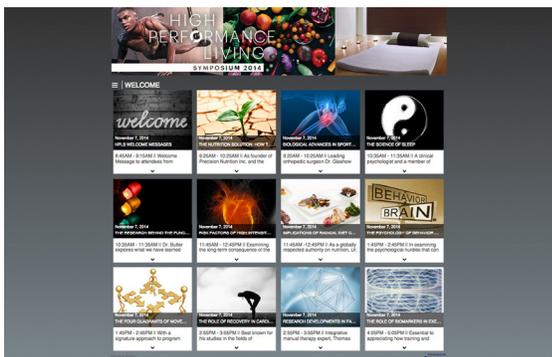


## EASY ACCESS FROM ANY MOBILE DEVICE

In the office, at home, at the airport, on the subway – there's no way to know where your audience will be when they log in to your next webinar. While other webinar tools force users to download extra apps and clunky plugins, ON24 Webcast Elite works easily on any device.

## EXTENDED VALUE FROM YOUR VIRTUAL EVENTS

With ON24, you can easily publish all your past events to a powerful training portal, extending the life of your content and the value of your webinars and training events.



## THE BENEFITS OF ON24

- SIGNIFICANTLY REDUCE OR ELIMINATE TRAVEL AND RELATED IN-PERSON MEETING COSTS
- EXTEND YOUR REACH TO A LARGER, WIDER RANGE OF AUDIENCES
- INCREASE AWARENESS AND INSTANTLY GATHER FEEDBACK FROM ATTENDEES
- ENABLE MORE MEANINGFUL AUDIENCE INTERACTIONS THROUGH MULTI-MEDIA PRESENTATION TOOLS
- STRENGTHEN BRAND RECOGNITION WITH A FULLY CUSTOMIZABLE WEBINAR ENVIRONMENT

