

Current Status

- January and February have been really busy months for High 5, focused on Kick-Off Meetings, Sales & Marketing Meetings, 2021 plans, team incentives and the ongoing call for immersive platforms and 'how can we avoid Zoom fatigue'. We are ever-mindful that most of us are on back-to-back Zoom / Teams calls for what is reported to be an average of 45% of the day - *thought it would be more!*
- Clinicians and HCPs are still eager for education, connection & networking opportunities **BUT it is all about engagement, content, and the overall experience.** In these unprecedented times, there is more need than ever for people to **connect and for us to stick-together and offer creative solutions.**

The Engagement Challenge

How can we make the meeting more engaging? The answer will vary from one brief to another. The focus on **key content and message** has become more important. However, we are always keen to understand **specific client objectives and of course, budget**, to ensure the best recommendations as the combination of meeting structure; breaks; platform choice; interaction tools; presentation styles; break-out activities and even treats and keepsakes will all impact engagement. The meeting may be virtual, but let's not forget, **it's all about People** and what the end-user is looking for. Our High 5 Events experiencing can help you to avoid the pitfalls and engage more successfully.

Did you know?

There is more than just Teams and Zoom! There are some **175 virtual platforms** out there now! Let High 5 Events use our experience to help you choose the right one to **achieve your meeting objectives.**



The Prescription Medicines Code of Practice Authority (PMCPA) has published the approved requirements of the **2021 ABPI Code of Practice** which comes into operation on **1 July 2021.**

While the foundations of the Code remain the same, it is structured quite differently and incorporates the new ABPI Principles. Do you need some team training to be ready? High 5 Events can help - Contact Us!



Customer Connections

Many clients continue to enquire about ways to maintain on-going contact with their customers. We have supported with solutions to provide custom-built Apps, monthly podcasts, more regular webinars and on-demand content all with the focus of ensuring that contact doesn't end when the meeting finishes!

It's not all about work...

Work life has changed for many due to the pandemic, and many of our clients are increasingly thinking about a healthier way of life and work / life balance. With social distancing and self-isolating becoming the norm, many people are missing out on activities they usually do with colleagues to boost their spirits and build working relationships.

We need to keep social gatherings alive and strengthen team working... people are happy to do something positive, win together... and they also love to compete! High 5 Events can offer a range of social or team building activities to support your staff.



High 5 Events recently delivered a Wellness Platform using **#WalkerTracker** to provide a common but remote team activity challenge **Stepping Around the Med** promoting both wellness and engagement. 71% of participants reported an increase in activity level. Participants didn't leave their home-town but still recorded an amazing 15M steps in 10 days and posted some wonderful photos of activities to spur on their colleagues. Talk to our team about this unique solution or read our **Case Study: Virtual Wellness & CSR.**

Contact us for all your event needs!

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