



# DIGITAL PARTNER MANUAL

This manual contains essential information and guidelines to support and maximise opportunities for your digital participation at WORLD ADC Digital 2020!

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## Hanson Wade Team - Points of Contact

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## Conference Dates

**Pre-Conference Seminar Day:** Tuesday, September 15  
**Conference Day 1:** Wednesday, September 16  
**Conference Day 2:** Thursday, September 17  
**Post-Conference Workshop Day:** Friday, September 18

For your information and to view the full agenda with timings, the event website is [Here](#).

## Overview of Hanson Wade's Digital Platform

Be sure to make the most of your time at this virtual event and explore, engage, and interact across Hanson Wade's integrated platform.

**Please watch Hanson Wade's Virtual Conference Demo to support your virtual sponsorship:**  
<https://vimeo.com/427647026/01b15bb8cc>

### RECEPTION SCREEN

You can think of this digital event as a virtual venue with different rooms that have different collaboration opportunities. It has been designed to replicate the in-person event experience as closely as possible in a virtual setting.

In the reception area you can find the full event schedule, presentation timings. You can check back here throughout the event.

You will also find our partner's virtual booths in the reception. By clicking on the sponsor logo, you will be taken directly to their virtual booth, where you can view their resources and schedule meetings with their team members.

### INTERACTIVE TABS

Located in the reception area, on the right-hand side you have the 'Chat, Poll and People' tabs. The chat function is open to all participants used throughout the event. Here, you can message freely and interact

throughout the event with the conference community. There is an event chat which is visible in every part of the platform as well as specific chats for each session.

Finally, the people tab allows you to view other attendees registered for the event where you can easily search via name, job title, or company. By clicking inside someone's name you can send them a private message introducing yourself– look for your notifications here!

## **STAGE**

There are four main components to a Hanson Wade digital event. The Stage, Sessions, Networking and Partner Area.

The majority of presentations will take place on the stage. When the presentations are live, you will see both the speaker and their presentation slides. The chat function on the right-hand side is always available and we encourage you to post comments, questions, and answer polls to interact with other participants during your time at the stage.

## **SESSIONS**

The Sessions tab is where group breakouts, virtual roundtables and sessions running simultaneously will be held. Simply select the desired breakout session to view the discussion. You have the options to share your own video and audio and message in the individual session chat on the right – so be sure to keep interacting!

## **NETWORKING**

There are various ways to network and connect with other attendees on the digital platform.

However, the dedicated networking tab will host our refreshment and networking breaks with 1-2-1 video chats. If you select the *Ready* button you will be matched with others in the networking area to start a conversation, discussion or just a quick hello.

If you both select the connect button at the bottom it will exchange your contact details, just like swapping a business card! You will get a summary of all the connections you made at the end of the event.

Each time you connect or select leave, you can network again and meet someone else, allowing you to replicate the coffee station chats that are so valuable to your time at an event.

## **PARTNER AREA**

Finally, you can make your way to the demo area, which acts as our virtual exhibition hall, where sponsors will host demo videos, and live 1-2-1 conversations, showcasing their products and services. By clicking on each of the demo spaces you will have the option to register interest and request a follow up from the sponsor organization, as well as access a dedicated booth chat to interact and ask questions.

## Preparing Your Virtual Booth/Partner Page

Organisers are responsible for setting up your virtual booth on the digital event platform, so you don't have to do anything directly. The organiser will handle everything.

You can customise almost everything, including; *Tagline, Description, Logos, Image*

### **Partner Area: Promotional Video**

Your virtual booth can feature a live stream video chat/screen share or a pre-recorded video. You can also toggle between the two options and, for example, only staff the live video chat during breaks and networking sessions.

The video in your booth can be pre-recorded as a YouTube video, Vimeo video, or Wistia video.

### **Moderated or Open or Invite Only.**

If you choose a live session in your virtual booth, you can then choose whether you want it to be open or moderated or invite only. An open virtual booth lets people join on live camera as they please. A moderated virtual booth (you would be the moderator), requires your approval for attendees to join on live camera. Invite only means you would be the only one able to participate on live camera.

*Note: A moderated session is a good way to set up a "queue" where you control who you video chat in the booth and the time at which they enter and leave (i.e., you can boot them out if you wish). Anybody can watch a session, but a moderator controls who is allowed on video.*

### **Entering your virtual booth**

It's important to make sure you are "in" your virtual booth when it's time. This will allow you to answer questions in the Booth Chat and be on live camera to engage with visitors, if you've chosen that format.

- When it's time for the event, head to the registration page five minutes before the event starts. Click Enter Event.
- To enter your booth, click Demo Area on the lefthand side and find your booth. Click it to enter.
- If it's a pre-recorded video, then your job is easy. Just man the Booth chat. TIP: Use the Event chat to invite people to your booth.
- If it's a live session and it's Open, click Participate. Make sure you've given browser permissions for the Hanson Wade Digital Platform to use your camera and mic.
- If it's a live session and you are the moderator, click the blue button Start Session. Again, make sure the Hanson Wade Digital Platform can use your camera and mic. Select your audio and video devices and hit Apply and Join Session. You're live!

When people request to join a moderated session, you'll see their name pop up in the moderation panel below. Click their profile image to allow them to join. They then select their AV devices and will be on camera shortly. Click the RED button in their screen to remove them.

## Staffing your virtual booth

We will add your company's staff as moderators of your virtual booth. Moderators can control which participants can enter the video chat at any given time. Moderators cannot prohibit viewers from viewing the conversation taking place in the virtual booth.

### Example Partner Page

<https://hansonwade.com/virtualbooth/>

Password: events

## Speaking Engagement

If you have a speaking slot included in your package, can we kindly ask you to send the following details to Annie (if we do not already have them):

- Speaker name and job title
- Session title
- Speaker photo

Please send **Annie** a copy of the presentation and any bonus content by **Wednesday, 5<sup>th</sup> August**.

### Sharing Content Post-Conference:

Please note, we will be making all speaker presentations available to attendees after the meeting. **If you are presenting sensitive information or unpublished data, please send over a second copy that you are happy to share.**

### Speaker Demo:

**Annie** will be arranging a demonstration of the technology platform to get you familiar with the digital format and answer any questions you may have. This will take place 1 week prior to the event date. You will receive a calendar invitation in due course.

Guidelines detailing the technology requirements for your selected speaker can be found here – [Technology Requirements](#)

## Poster Session

As a sponsor/exhibitor, you are welcome to present a poster during the poster session that is taking place. More information on poster submission to follow. If you do wish to present a poster, please submit an abstract for approval no later than **Tuesday, September 1<sup>st</sup> 2020.**

To Submit your poster abstract for approval, please do so [here](#).

## ADC Awards



**Nominations for the 7<sup>th</sup> Annual World ADC Awards are now open!**

The World ADC Awards exist to commend excellence within antibody-drug conjugate research. Across ten categories, this year's Awards will showcase the extraordinary endeavors, teamwork and commercial acumen that has propelled the field to the forefront of cancer research today.

[Click here to Nominate and have your say.](#)

## Checklist / Deadlines

In preparation for your participation the digital meeting, we require all the information and files outlined below. This will allow us to register your passes, create your Virtual Booth and upload your Demo Video ahead of the meeting.

**Please see here a full checklist and specifications that we require from you: Please send all relevant information to [annie.mathias@hansonwade.com](mailto:annie.mathias@hansonwade.com)**

**Your passes:** We will require the below information for each of your attending representatives

- We will require the below information for each of your attending representatives
  - Name
  - Job Title
  - Email Address (For Internal Reference Only)
  - Profile Picture/Headshot (**JPEG or PNG Format, 150x150px Minimum**)
  - Link to LinkedIn Profile

**Your virtual booth/partner page:**

- High-Res Company Logo (**JPEG or PNG Format, 300px Width Minimum**)
- Company Description for 'About Us' Section (**800 Characters Maximum**)
- Two Downloadable PDF Resources (E.g. White Papers or Product Info Sheets)
- External Weblinks
  - Company Website
  - Company LinkedIn
- Booking in meetings with you
  - If you have a 3<sup>rd</sup> party meeting scheduler please send through the meeting code and we will embed this into your virtual booth
  - We will have a register interest form where attendees will enter their first name and email address and this will be provided to you after the event.

**Partner Area:**

Please note that this area is optional and you don't have to utilise this in the platform. If you do wish to utilise it, please note we **must** receive a video from you, the area does not function without it.

- Company Branding
  - High-Res Company Logo (**JPEG or PNG Format, 1080x1080px Minimum**)
  - Banner (**1920x600px Minimum**)
  - Company headline/tagline
- Headline - E.g. 'Make fast and better-informed drug development decisions' (**400 Characters Maximum**)
- Email for enquiries to be sent to (only one permitted) where the register interest goes to
- Link to Video Content
  - 3 Minutes Maximum (Must be Hosted on YouTube, Vimeo or Wistia)

***We look forward to welcoming you to our virtual event soon!***