AUDIENCE

AUDIENCE is a **creative** and **strategic** agency.

We specialize in **internal communications**, **meetings**, and **employee engagement**.

Our **audience-centric approach** delivers **more effective** and **engaging** communication that helps clients a**chieve tangible results.**



About us

AUDIENCE

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Mission

To tackle the single greatest problem in communication

25

Years

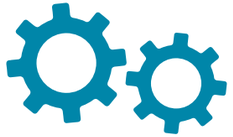
Working with leading global companies



We understand the complexities of implementing global strategies across a diverse range of contexts

254

Internal Programs, Meetings, Workshops & Conferences - big & small – implemented in 2017 across 3 continents



Tried & Tested Methodology & Tools

A cost-efficient approach to meeting design & development

4

Offices

Toronto, Cambridge, Basel, Singapore

25

Meeting & Communication Experts

We care about the work we do and about achieving successful outcomes for clients

3:1

Our minimum recommended ratio of rehearsal time to actual presentation time

WHAT SETS US APART?

Approach

SPOTLIGHT ON THE AUDIENCE



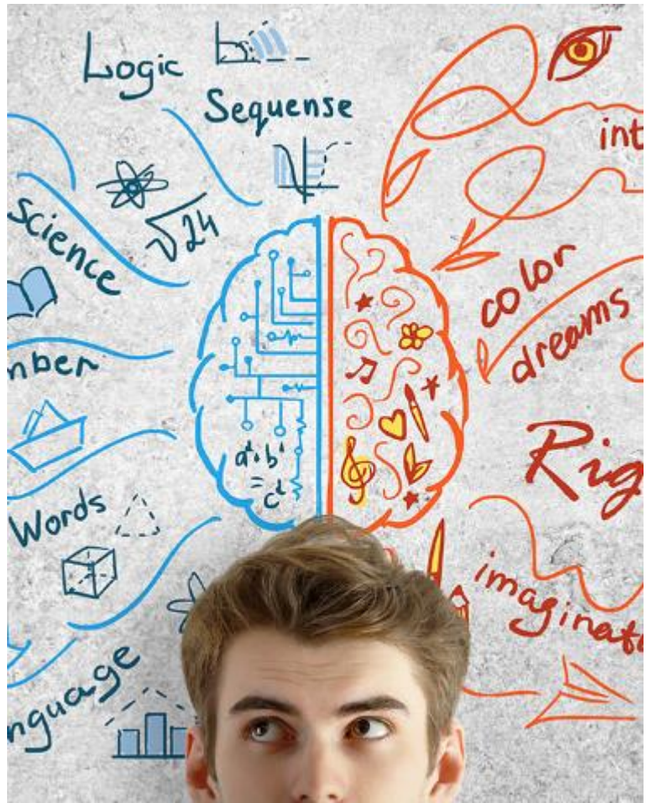
Process

ABILITY TO FLEX AND CONTRACT



Creativity

INNOVATIVE IDEAS AND APPROACHES





AUDIENCE

We help make a difference by

Building awareness and acceptance of new strategic initiatives

Driving positive behavioural change where and when it matters

Fostering team understanding, collaboration, and solutions

Bringing clarity and purpose to meetings and activities

WHAT WE PROMISE

Real engagement

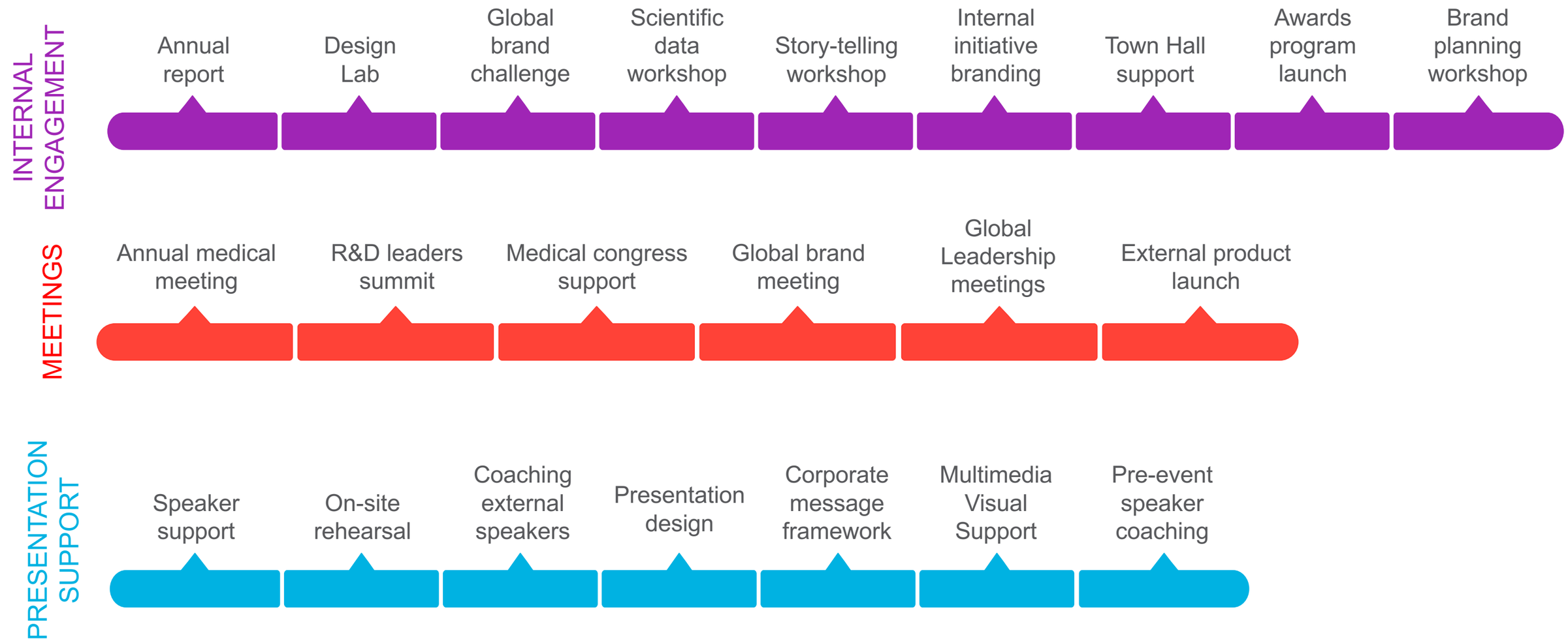
Better meetings

Better presentations



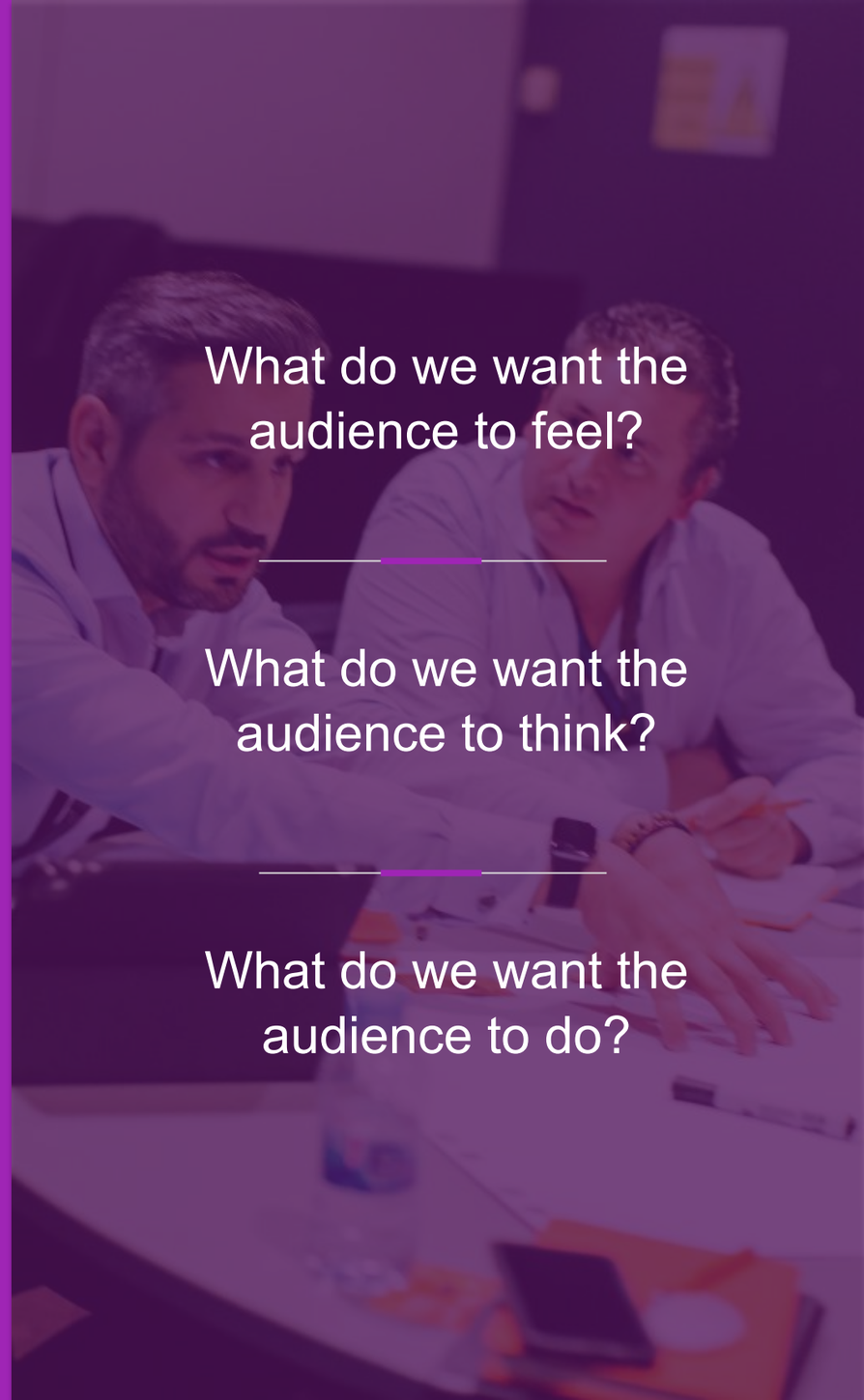
Client capabilities: pharmaceuticals

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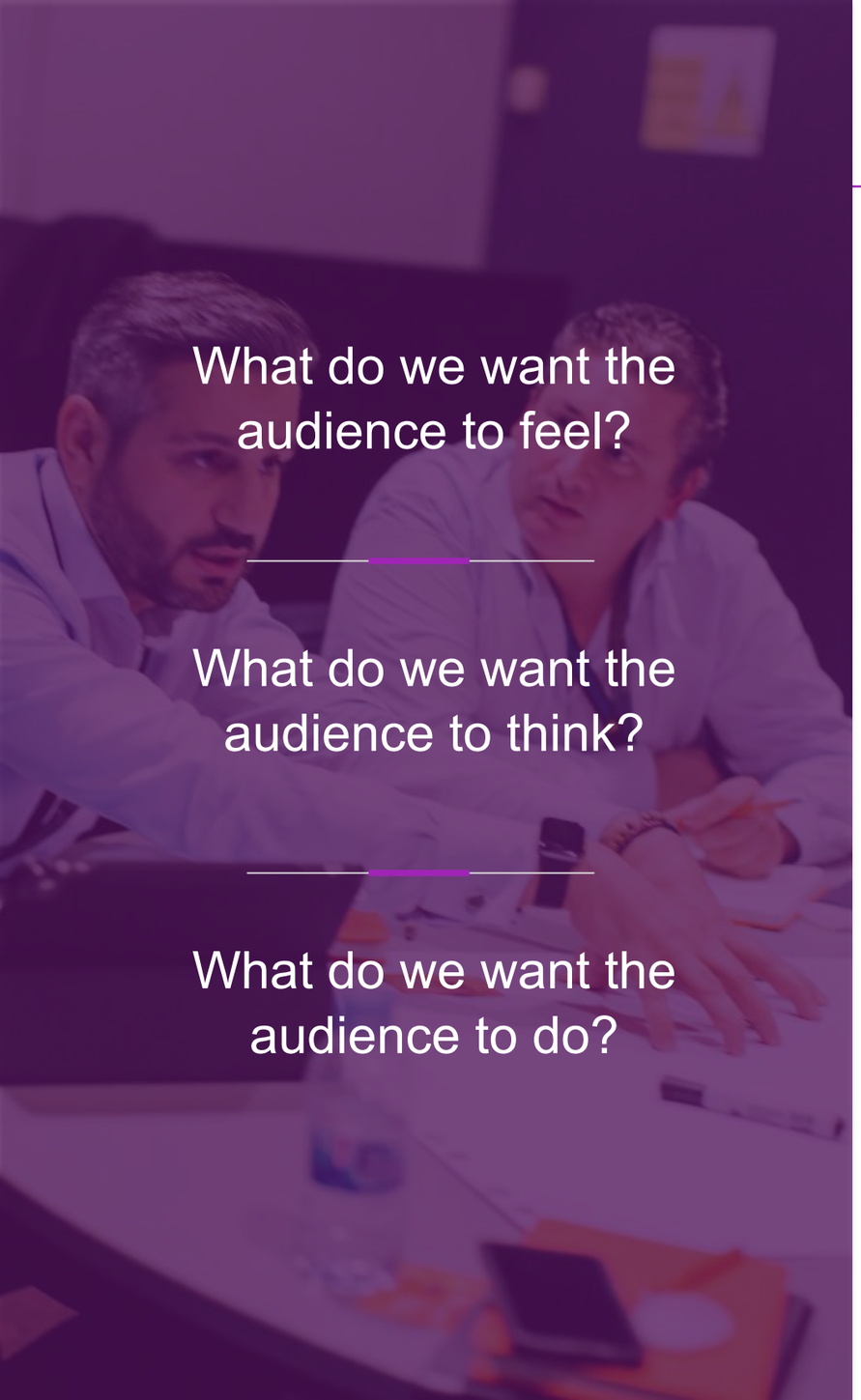
Real engagement



What do we want the audience to feel?

What do we want the audience to think?

What do we want the audience to do?



What do we want the audience to feel?

What do we want the audience to think?

What do we want the audience to do?

AUDIENCE

We help to create real engagement

We believe the best results happen when the audience has an active role to play

Our internal engagement offering

- Workshops & facilitation
- Communication campaigns & programs
- Message development

Workshops & facilitation

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Unique, interactive, and results-oriented

All Audience workshops start with the same key objectives:

- Engage the attendees as active participants
- Make the best possible use of the available time
- Tap into the collective expertise and experience that exists in the room

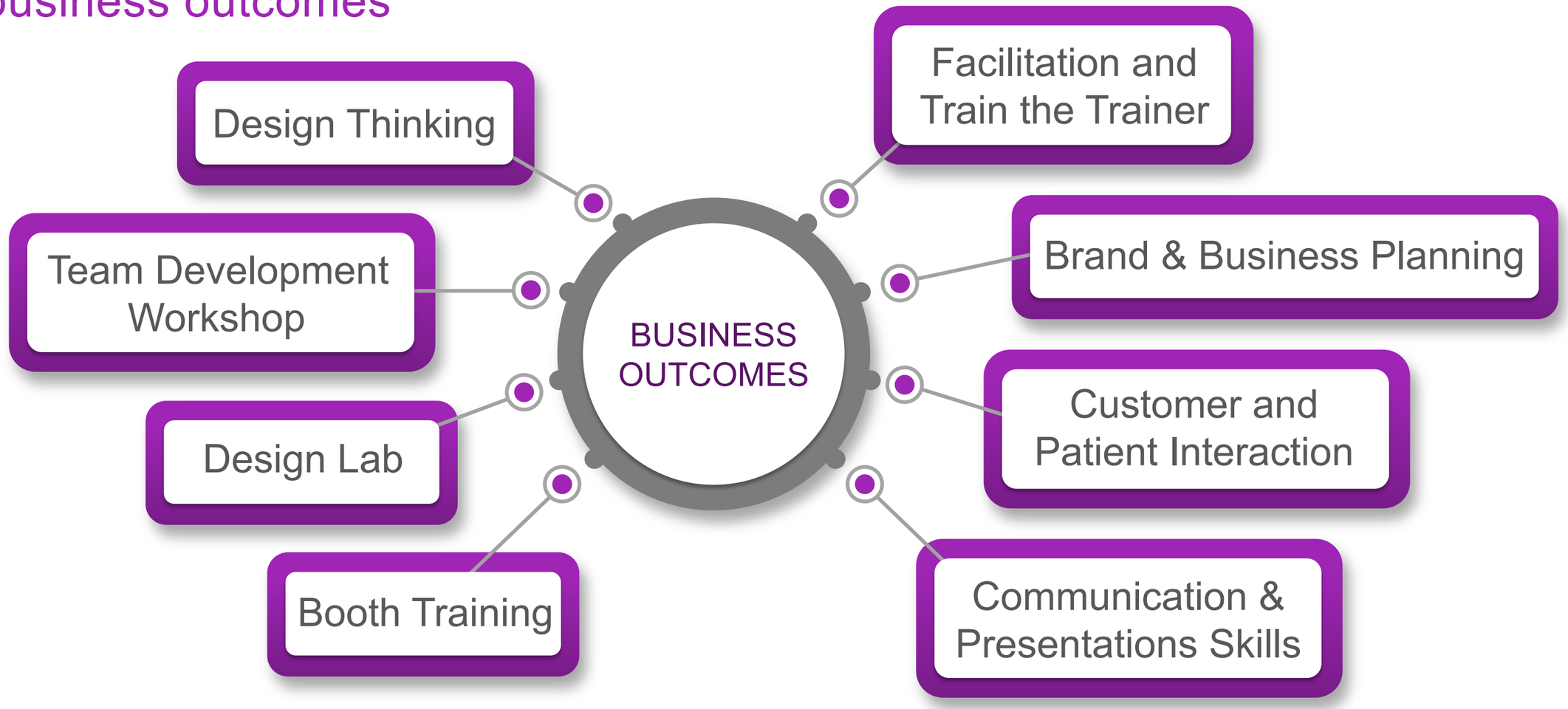
Our customized workshop design process typically involves the following steps:

REVIEW OBJECTIVES → MEET THE EXPERTS → PROPOSE A CONCEPT → DEVELOP MATERIALS → VALIDATE WITH THE EXPERTS → FACILITATE OR CREATE GUIDE

Workshops & facilitation

AUDIENCE

All our workshops are focussed on improving business outcomes



Workshops & facilitation

AUDIENCE

All our workshops are focussed on improving business outcomes

Our experienced team is trained in the Audience Triangle and Methodology

We put the right facilitator in place for the right workshop



Mark Higgins



Tim Ferguson



Peter Sandbach



Anne Beaudry



Mische Schemmann



Jeff Bateman

Case study

Workshop development



Case Study
Workshop
Development

AUDIENCE

Overview

Internal Meeting to develop the **soft skills** and **behaviours** of **500** staff members.

Challenge

To help the organization **change staff behaviours** and **mindsets** to become more **productive** and **effective**.

Case Study
Workshop
Development

AUDIENCE

Our Solution

A **bespoke** “à la carte” menu of **workshop**s for attendees to **select from** including Personal Communication Style, Collaborative Communication, Asking Better Questions, Building Connections through Mindfulness, Influencing in a Matrix, and Building Community through Story Telling

Each workshop was **specially designed** to build a core set of **ideas and behaviours** that could be **practiced** throughout the conference.

The **workshops** were designed to function **on their own** or as a **complement** to each other.

Case Study
Workshop
Development

AUDIENCE

The Result

Choosing which workshops would be most **beneficial** and **valuable** to them **personally** gave attendees **ownership of their own development** within the framework of the client's wider **needs** and **expectations**.

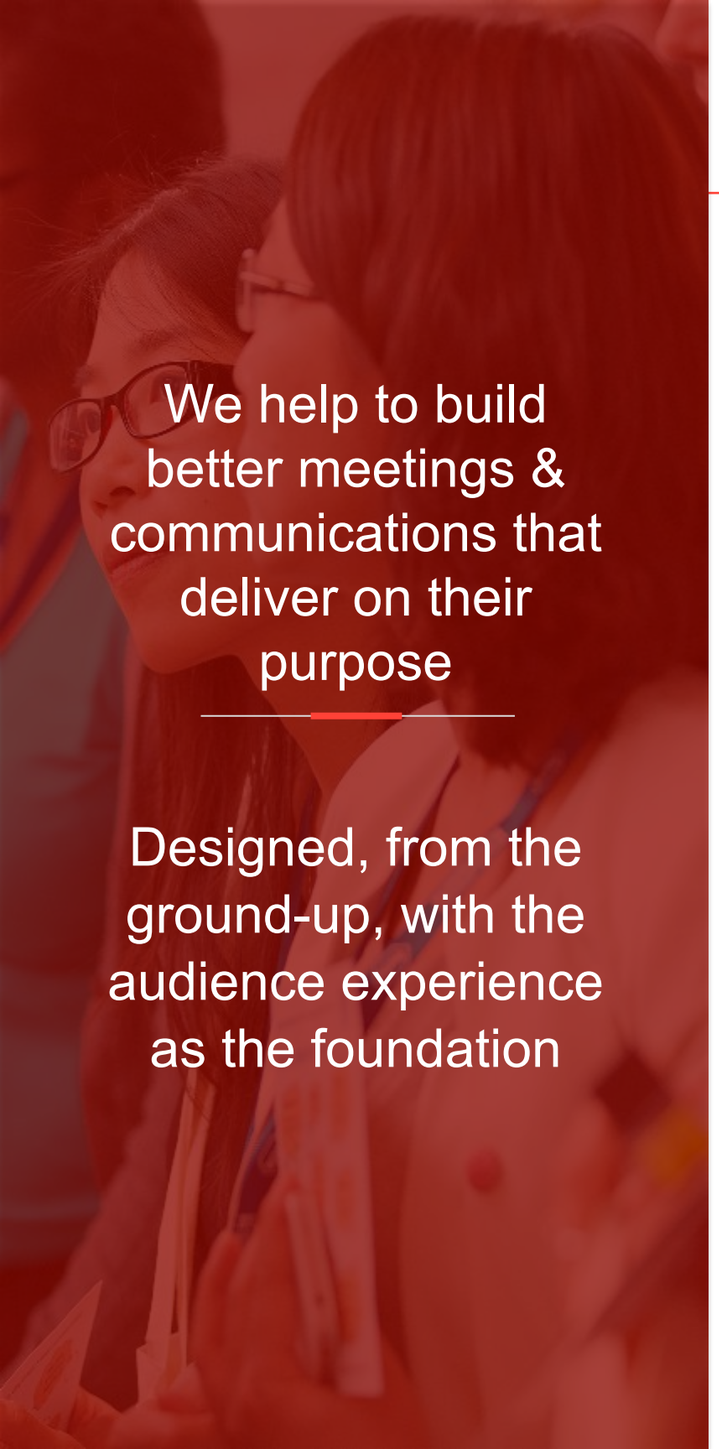
The result was **real engagement** from the attendees and **maximum value** for the client.

Better meetings



We help to build better meetings & communications that deliver on their purpose

Better meetings are designed, from the ground-up, with the audience experience as the foundation



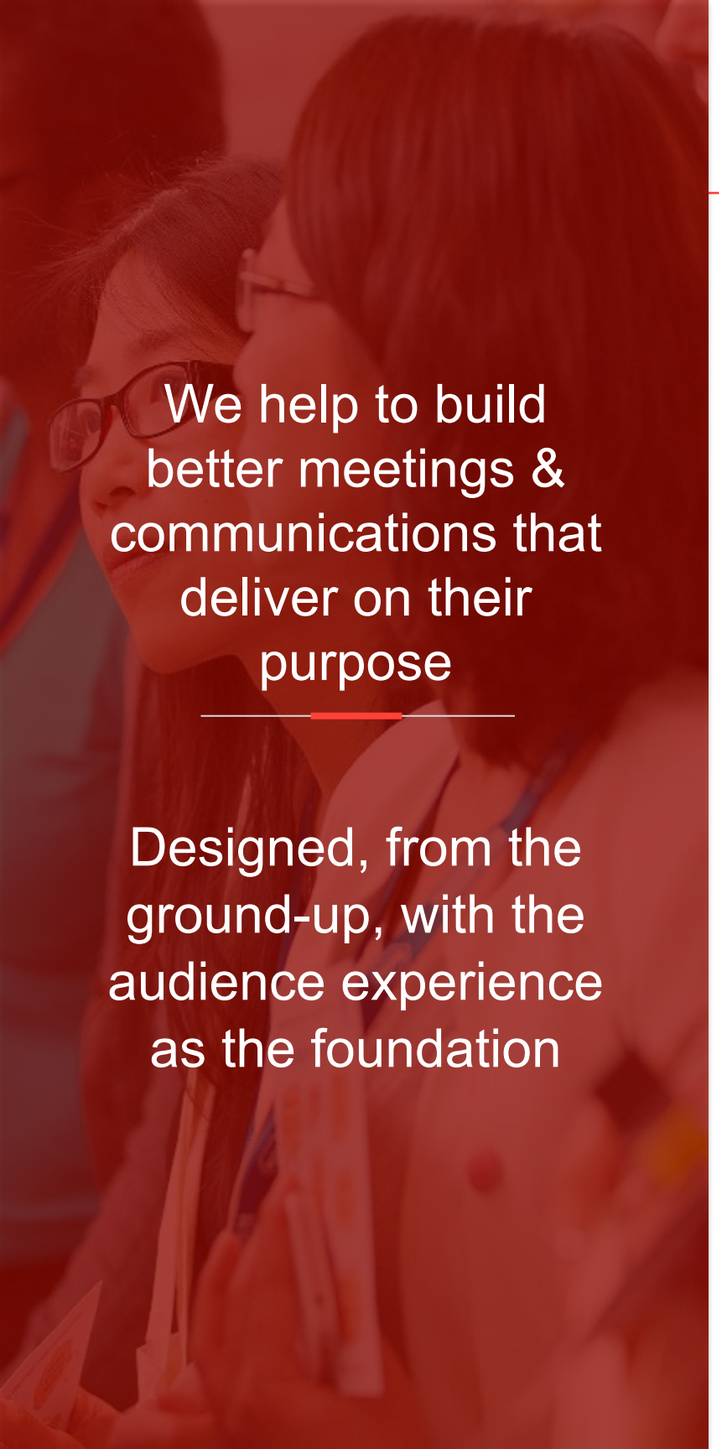
We help to build better meetings & communications that deliver on their purpose

Designed, from the ground-up, with the audience experience as the foundation

AUDIENCE

Better meetings combine six meeting essentials





We help to build better meetings & communications that deliver on their purpose

Designed, from the ground-up, with the audience experience as the foundation

AUDIENCE

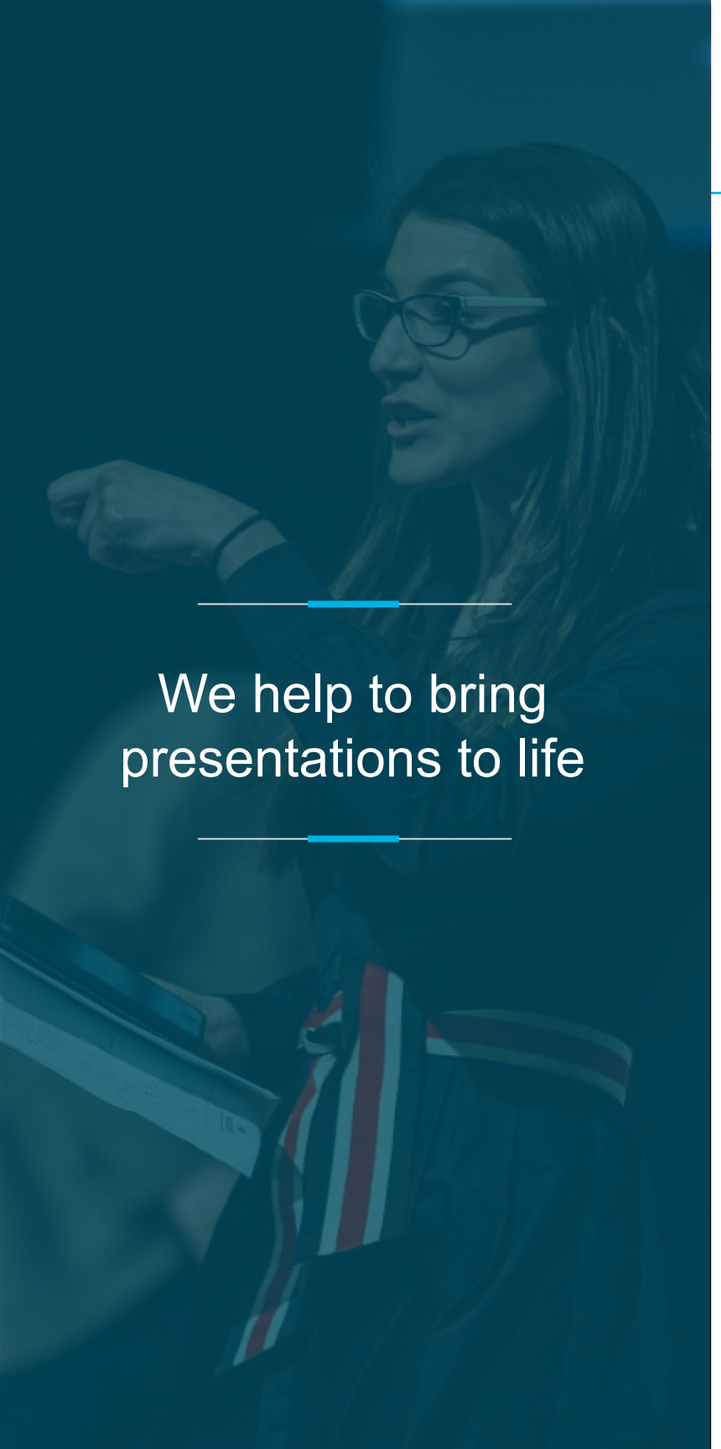
Our meeting offering

- Stakeholder alignment & Agenda design
- Creative theme development
- Event planning & logistics
- Interactive technology
- Multimedia production & staging
- Rehearsals & coaching

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Better presentations



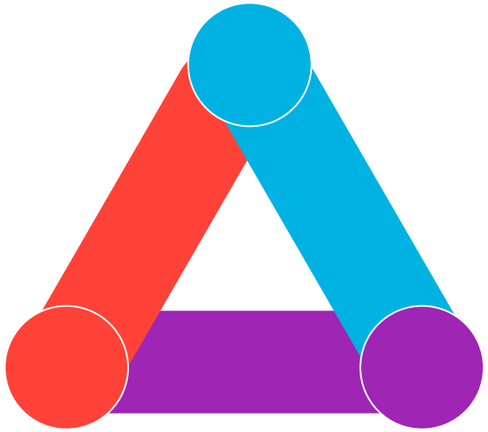


We help to bring presentations to life

AUDIENCE

We focus on aligning three key components

AUDIENCE PERSPECTIVE

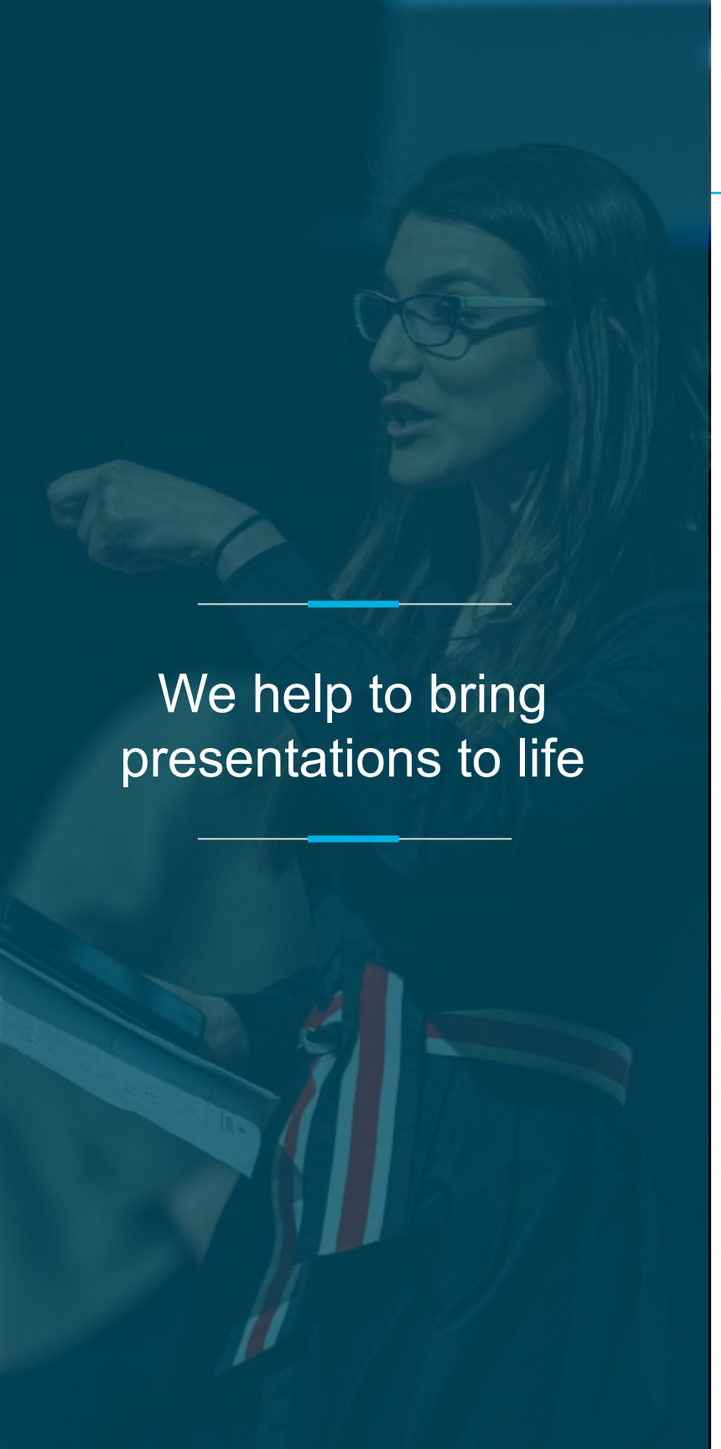


CONTENT
SHAPE & FLOW

PRESENTER
OBJECTIVES

THE RESULT

Great presentations that are memorable and valuable for the audience



We help to bring presentations to life

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Our presentation offering

- Presentation development
- Presenter coaching and training
- Multimedia visual support

Case studies

Meetings and presentations



Case Study
Global Meeting

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Overview

Annual meeting with more than 300 senior global employees, featuring a range of languages, levels of experience, and cultures.

Our challenge

Create a meeting with a focus on information and education, while incorporating multiple opportunities for interaction and networking.

Global medical meeting in Berlin

AUDIENCE



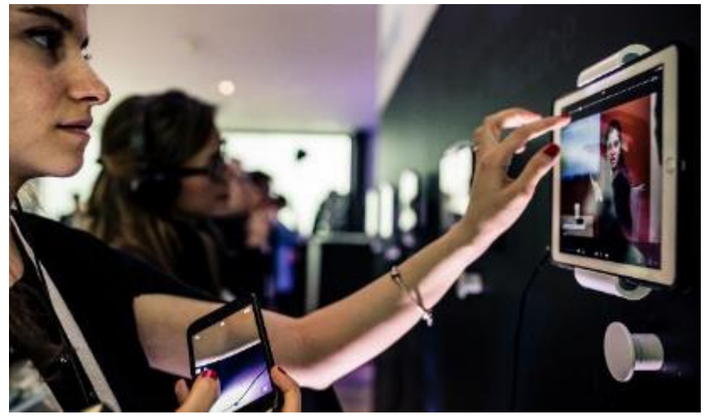




The interactive marketplace featured 14 booths, 3 pop-up theatres, 10 interactive presentations, and 42 presenters.



Well rehearsed presentations and an intimate room setup made the plenary sessions a valuable and highly rated element of the meeting.



Global medical meeting in Berlin

AUDIENCE







A robust mobile app kept the audience involved and engaged throughout.



A professionally produced awards evening created a new sense of pride in the group and in its contributions to the organization



Case Study
External Launch

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Overview

External meeting to introduce a new product to an audience of more than 600 international experts.

Our challenge

A split agenda, with two streams that at times operated completely separately and at other times overlapped.

Global medical meeting in Berlin

AUDIENCE









Fully integrated branding campaign brought to life a challenging concept to an external audience.

Working with Audience



AUDIENCE

A PROVEN TRACK RECORD OF DELIVERING HIGH-CALIBRE ACCOUNT SERVICES

- Clear lines of communication
- Transparency
- Client status meetings and check-ins
- Project debriefs and performance reviews
- Project plans and timelines
- Regular financial reporting
- Positivity and adaptability

AUDIENCE

FOCUSSED ON DELIVERING IMPACT AND VALUE

Account

Liaise with client teams (single point of contact), provide strategic direction, manage project scope/budget, and leads the delivery team.

Roles:
Account Director
Account Manager

Creative

Understand business needs and communication objectives, develop creative themes and platforms, ensure clear and cohesive content development, provide visual direction and presentation support (coaching, writing).

Roles:
Strategic Director
Creative Director
Presenter Coach

Production

Oversee and manage all elements of creative production, logistics, asset development, schedule, vendor/partner relationships, and execution.

Roles:
Executive Producer
Producer
Stage Manager
Conference/Program Manager
Project Manager

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All services are tailored to suit clients' individual needs

Meeting and event design, production and facilitation	Coaching and consultation services	Internal communication initiatives
• Stakeholder alignment • Messaging and creative concepts • Theming and event branding/design • Agenda development • Multimedia production and staging • Presenter coaching • Event design	• Speaker coaching • Business presentation design • Personal development workshops focused on the art of communication • Bespoke workshop design • Business Simulation workshop • Gamification	• Branding and identity creation • Content creation and marketing • Video animation • Internal reports and infographics • Copywriting and editing • Graphic design • Communications strategy and planning

Our Clients

AUDIENCE

Alcon

Acerus Pharma

Scotiabank

Deloitte.

syngenta

Genentech
A Member of the Roche Group

Otsuka

Novartis

AstraZeneca

Pfizer

pharma science

Actelion

Ontario

Roche

Gilead

EMD Serono

Johnson & Johnson
Medical Companies

Bellicum Pharmaceuticals

Sun Life Financial

Lundbeck



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