

BioAlliance

Analyze ► Strategize ► Monetize

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Optimizing Webinars for Engagement and Lead Generation



Optimizing webinars for **engagement** and **lead generation** is a powerful strategy for life science companies aiming to expand their market reach. Here's a structured approach tailored to the unique needs of the life sciences industry:

1. Define Your Audience and Objectives

- **Segment your audience:** Researchers, clinicians, healthcare providers, or biotech/pharma decision-makers may have different interests.
- **Tailor content:** Address specific pain points like regulatory hurdles, clinical trial design, or technology adoption.

2. Position the Webinar Strategically

- **Educational vs. promotional:** Focus on thought leadership and problem-solving rather than product pushing.
- **Topic relevance:** Address trending scientific breakthroughs, regulatory changes, or case studies with measurable outcomes.

"Fractionalized BD" Revenue Infrastructure for Life Sciences Growth

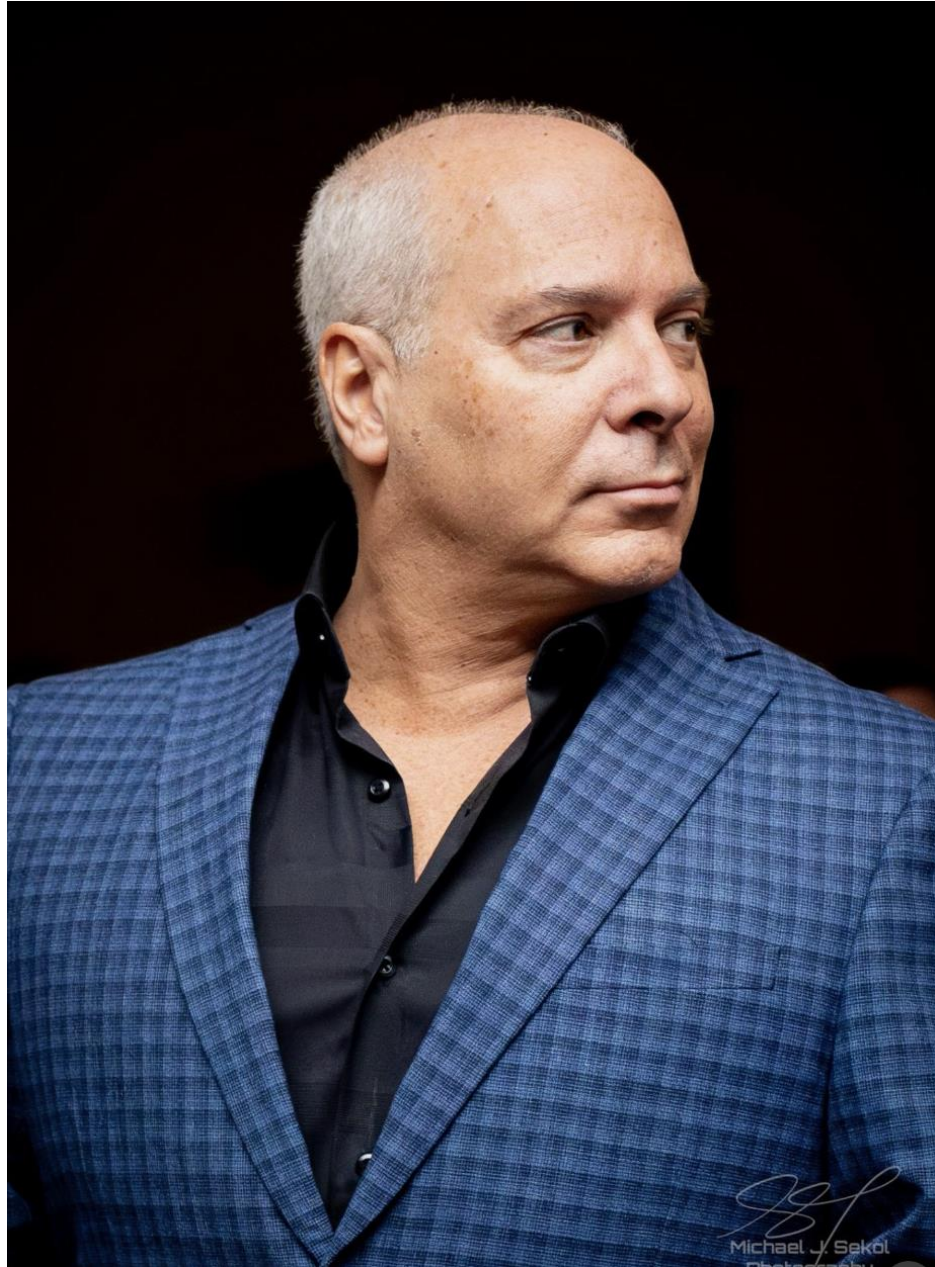
Our Model



"Marketing agencies created interest. Fractionalized BD created pipeline momentum and deals."

(Chief Commercial Officer of Global CRO – Engaged at 4 Companies)

About the Founder



JAMES J. SARENE

FOUNDER & MANAGING DIRECTOR

- ✓ 30+ Years Experience
- ✓ Founded BioAlliance Strategies in 2011
- ✓ Life Science Focused
- ✓ Marketing, BD, M&A and Licensing
- ✓ CROs, Biotech, Pharma

BioAlliance Strategies

Build Your Sales Pipeline Not Your Sales Team with Our Social Science Backed Data-Driven, Cost-Effective Marketing + BD Model. Leverage Our Global Network of 40k+ Industry Contacts to Launch Newsletter Campaigns, Webinars, and Social Outreach That Amplify Your Brand and Increase Your Sales Pipeline.

Life Science Sales Challenges – How to Solve Them

Life Science Sales Challenges

- ✓ Pipeline Instability & Long Sales Cycle
- ✓ Over Reliance on Limited Networks
- ✓ Ineffective Differentiation
- ✓ Misaligned Marketing & Business Development
- ✓ Global Complexity & Compliance Barriers
- ✓ Underinvestment in Sales Infrastructure

Solution: Content Marketing – 80% Rule

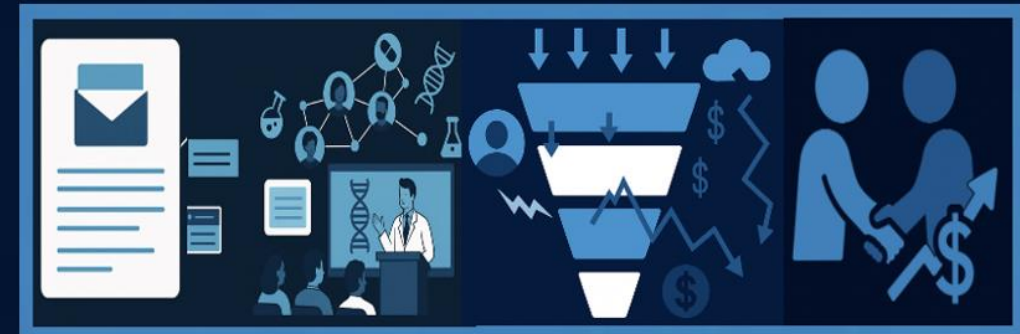
Gartner (2020, “The New B2B Buying Journey”) – Found that “B2B buyers spend only 17% of their total buying journey meeting with potential suppliers. **“Most time is spent researching independently online, long before vendor contact”.**

Demand Gen Report (2023 B2B Buyer’s Survey) – Reported that “71% of buyers fully define their needs and 67% identify potential solutions before engaging with a sales representative.”

Life Science Sales Challenges



Align Marketing and BD



Fractionalized BD – Revenue Infrastructure for Life Sciences Growth

FRACTIONALIZED BD SOLUTIONS

- ✓ **BUILDS CONSISTENT SALES PIPELINES** – RESEARCH-DRIVEN OUTREACH, STEADY LEAD FLOW, AND ACCESS TO GLOBAL NETWORKS.
- ✓ **INCREASES REVENUE EFFICIENCY** – EXECUTIVE-LEVEL EXPERTISE AT A FRACTION OF THE COST, SCALABLE TO YOUR STAGE, AND FASTER DEAL CYCLES.
- ✓ **ENHANCES MARKET PENETRATION** – ENTER NEW GEOGRAPHIES AND THERAPEUTIC AREAS WITH CROSS-SECTOR INSIGHTS AND STRONGER PARTNER POSITIONING.
- ✓ **DRIVES DATA-BACKED GROWTH** – METRICS, REPORTING, AND REAL-TIME FEEDBACK THAT ALIGN DIRECTLY TO REVENUE IMPACT.

REAL WORLD RESULTS

40k+

INDUSTRY CONTACTS

95%

SUCCESSFUL NEWSLETTER
DELIVERY RATES

4k+

NEWSLETTER OPENS
PER MONTH

200+

SUCCESSFUL CLIENT
WEBINARS



Power Your BD Engine



Build Your Pipeline

Our Clients



ERGOMED

PRIMEVIGILANCE
An Ergomed Company

ClinActis

GLSA
GLOBAL LIFE SCIENCES ALLIANCE

LumaBridge

Coronado
Research

celerion
Translating Science to Medicine

EPL

ACLAIRO[®]
pharmaceutical development group, inc.
an EPL company

pds
Intuitive Software
Insightful Solutions

QCare
Pharma & Health | Innovation | Training

Qinecsa

TPS
Transformative Pharmaceutical Solutions

red nucleus

PatientSight

TOOLS 4 PATIENT
WITH PATIENTS FOR A BETTER LIFE

TrialHub

PharSafer[®]

M E D I C A G O
GROUP

**SURGICAL TARGETED
SOLUTIONS INC.**

**Gabrail
Cancer &
Research
Center**

SARGON RESEARCH

CLINIRXTM

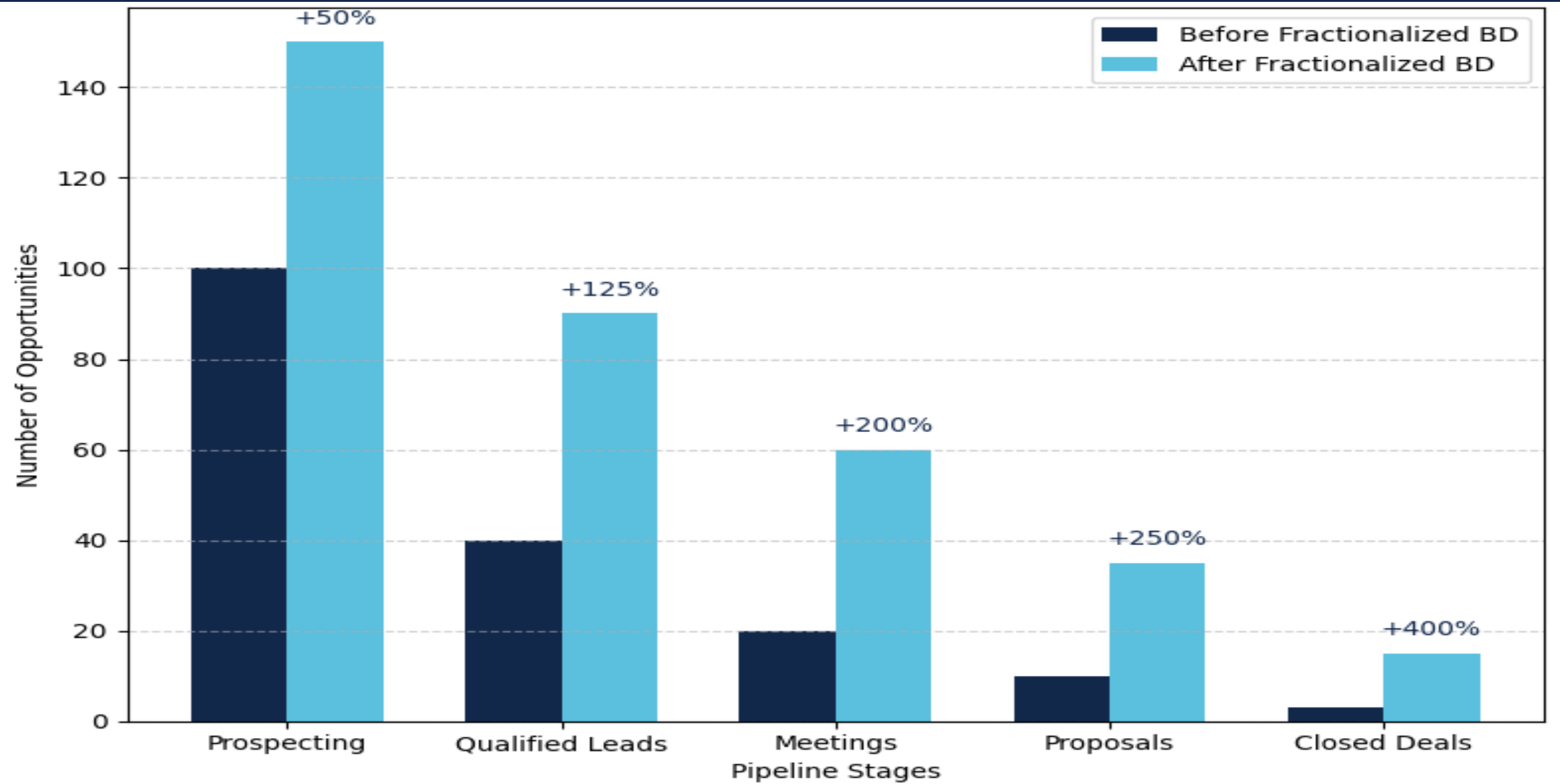
Digital
Command Academy

Fractionalized BD – Revenue Infrastructure for Life Sciences Growth



Outreach ► Educate ► Engage

Fractionalized BD Impact – 5 Clients – 5 Year Timeline



“Case Study” – Global CRO – 6 Year Pipeline – RFP – Database Build

CLIENT OVERVIEW: Global Full-Service CRO in Phase I-IV clinical development and trial management with focus in oncology and rare disease and offices in 100+ countries and a team of 20 BD FTEs.

CLIENT CHALLENGE: Weak global recognition, Ineffective lead generation, inconsistent BD messaging and a small global database of ~3k life science contacts and stakeholders.

SOLUTION: BioAlliance provided a rich database of **40k+ industry contacts**, monthly newsletters, webinars to reach a global audience, enhance brand recognition and generate RFP opportunities.

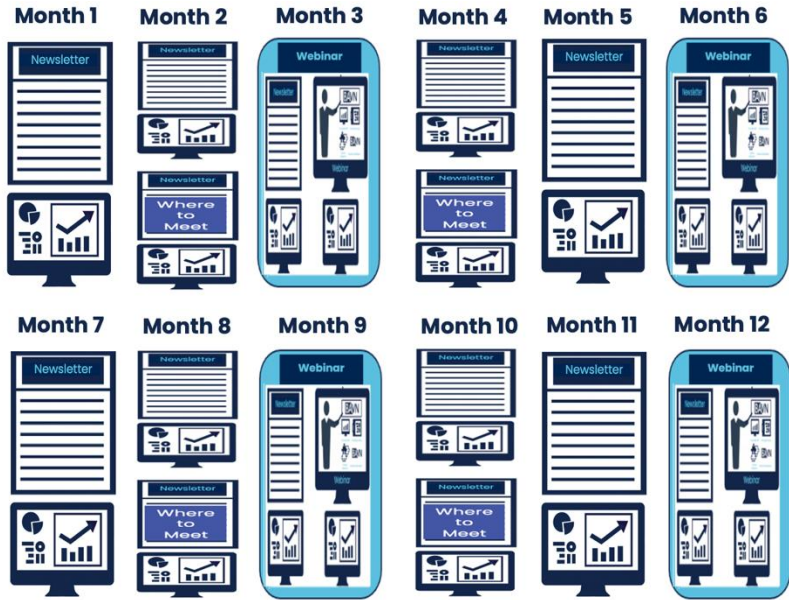
RESULTS: The “Fractionalized BD” model delivered newsletter emails to **5.1M+** contacts with **921k+** people who opened and read. The client’s **Open Rate** increased from **15% to 34%** as well as **1.55M+ Clicks** taking readers to websites, case studies, webinars and other collateral materials. Our reporting identified exact readers of their content, who attended their webinars and who requested further communication for upcoming trial work. These efforts increased their internal database from **3k+** to **6k+** of companies declared **High-Value-Targets**.

RESULTS (CONTINUED): Webinar results recorded & produced **37** webinars with **104 total sessions**, **362k+ registration page views** and **16k+ registrants** for their webinars.

Pipeline / Database Build

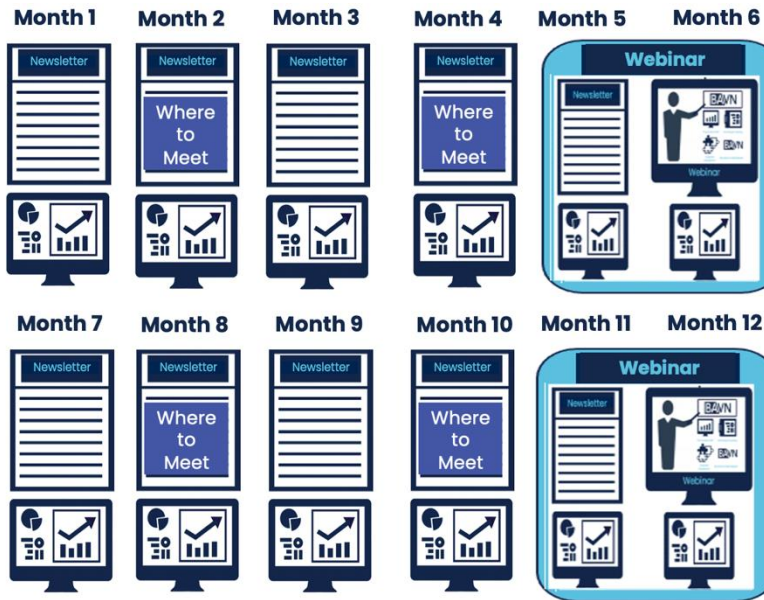
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Emailed	407,640	1,204,663	1,292,487	720,445	776,303	765,764	5,167,302
Total Opens	61,755	136,472	119,145	123,192	217,447	263,302	921,313
Total %	15.1%	11.3%	9.2%	17.1%	28.0%	34.4%	17.8%
Clicks		partial year	18,937	43,428	91,395	66,088	219,848
Total Clicks			146,627	274,322	718,040	419,627	1,558,616
Total Newsletter Distributions	8	24	45	29	25	22	153
Total Webinars Sessions	2	16	17	21	21	27	104
Webinar Page Views			39,851	64,487	31,839	226,280	362,457
Webinar Registrations	106	2,012	3,756	4,577	3,116	2,522	16,089

"Fractionalized BD" 3 Optional Programs



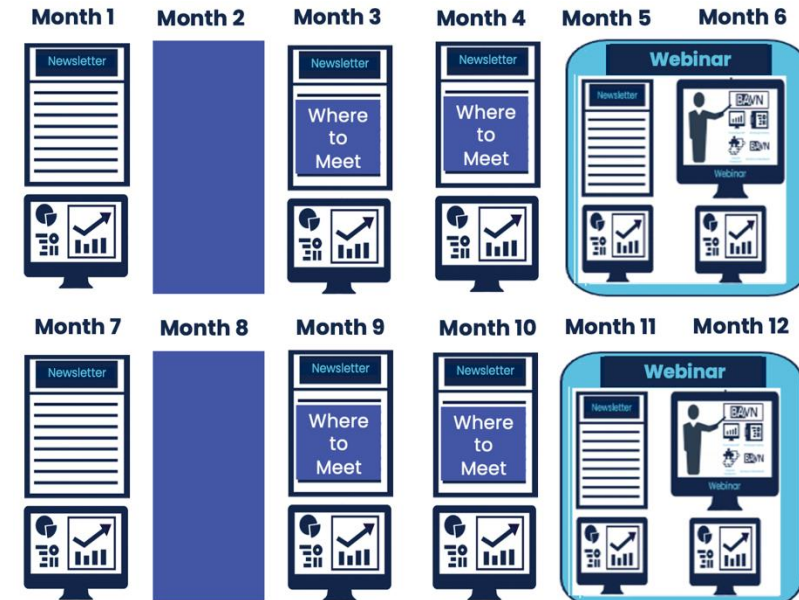
Monthly – 12 Mo

- 40K Industry Contacts
- Marketing Calendar
- 16 Monthly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 16 Re-Send Newsletters
 - "Non-Opens"
- 16 Newsletter Data Reports
- 4 Webinars
 - 4 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 4 Corporate Videos



Bi-Monthly – 12 Mo

- 40K Industry Contacts
- Marketing Calendar
- 10 Bi-Monthly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 10 Re-Send Newsletters
 - "Non-Opens"
- 10 Newsletter Data Reports
- 2 Webinars
 - 2 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 2 Corporate Videos



Quarterly

- 40K Industry Contacts
- Marketing Calendar
- 8 Quarterly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 8 Re-Send Newsletters
 - "Non-Opens"
- 8 Newsletter Data Reports
- 2 Webinars
 - 2 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 2 Corporate Videos

BioAlliance Represents You at Conferences (Optional Add-On)

BIOALLIANCE WILL:

- ✓ SUPPORT IDENTIFYING APPROPRIATE CONFERENCES
- ✓ HELP IDENTIFY "**HIGH-VALUE TARGETS**"
- ✓ NEWSLETTERS TO PROMOTE OUR ATTENDANCE
- ✓ BIOALLIANCE **COVERS OUR USA FLIGHT COST**
- ✓ CREATE AND COVER COST OF ~ 50 6X8 INCH 2-SIDED BROCHURES TO DISTRIBUTE WITH **QR CODE**
- ✓ REPORT ALL ACTIVITY AND TARGET INTERACTIONS

CLIENT WILL:

- ✓ SUPPORT IDENTIFYING APPROPRIATE CONFERENCES
- ✓ HELP IDENTIFY "**HIGH-VALUE TARGETS**"
- ✓ COVER CONFERENCE FEE AND HOTEL COST

* REAL WORLD RESULTS:

- ✓ **CLIENT 1:** ATTENDED **SCRS** FOR **S. AFRICAN SITE SMO**
- ✓ SECURED VENDOR LIST SPOT FOR **ASTRAZENECA, SANOFI** AND **PFIZER**
- ✓ ESTABLISHED 20+ US/EU BASED SITES & SITE NETWORKS FOR PARTNERSHIP DISCUSSIONS
- ✓ **CLIENT 2:** ATTENDED **WORLD RX SAFETY** 3 YEARS FOR **EU PV/SAFETY** CLIENT
- ✓ SECURED 20+ DISCUSSIONS/MEETINGS EACH YEAR

SAMPLE 6X8IN 2-SIDED BROCHURE



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Our Success

40k
Industry
Contacts

95%
Successful
Delivery
Rates

4k+
Newsletter
Opens per
Month

200+
Successful
Client
Webinars

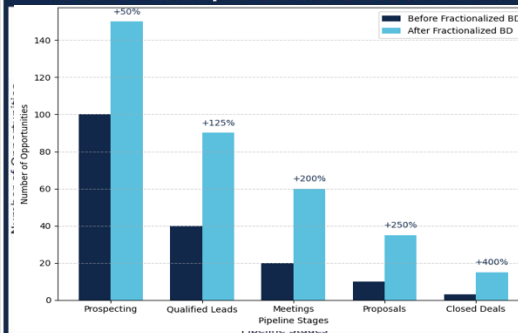


Schedule Call

BioAlliance
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**Our Social
Science Backed,
Data-Driven
Model Builds
Consistent Sales
Pipelines.**

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Pipeline / Database Build						
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"Fractionalized BD" ... Our Social Science Backed, Data-Driven Model



High Value Target Pipeline Development (Optional Add-On)



Preliminary Follow-Up BD Activity – All leads are **enriched**, **categorized**, and **tracked** within your CRM to **maximize conversion** utilizing fully compliant **GDPR** and **Data Privacy** regulations. *Corstrate is a Strategic Partner for Ground-Level BD Activity*

Fee Structure in 5 Hr Weekly/Monthly Blocks in US/EU Currency

5 Hrs/Wk/Mo

10 Hrs/Wk/Mo

15 Hrs/Wk/Mo

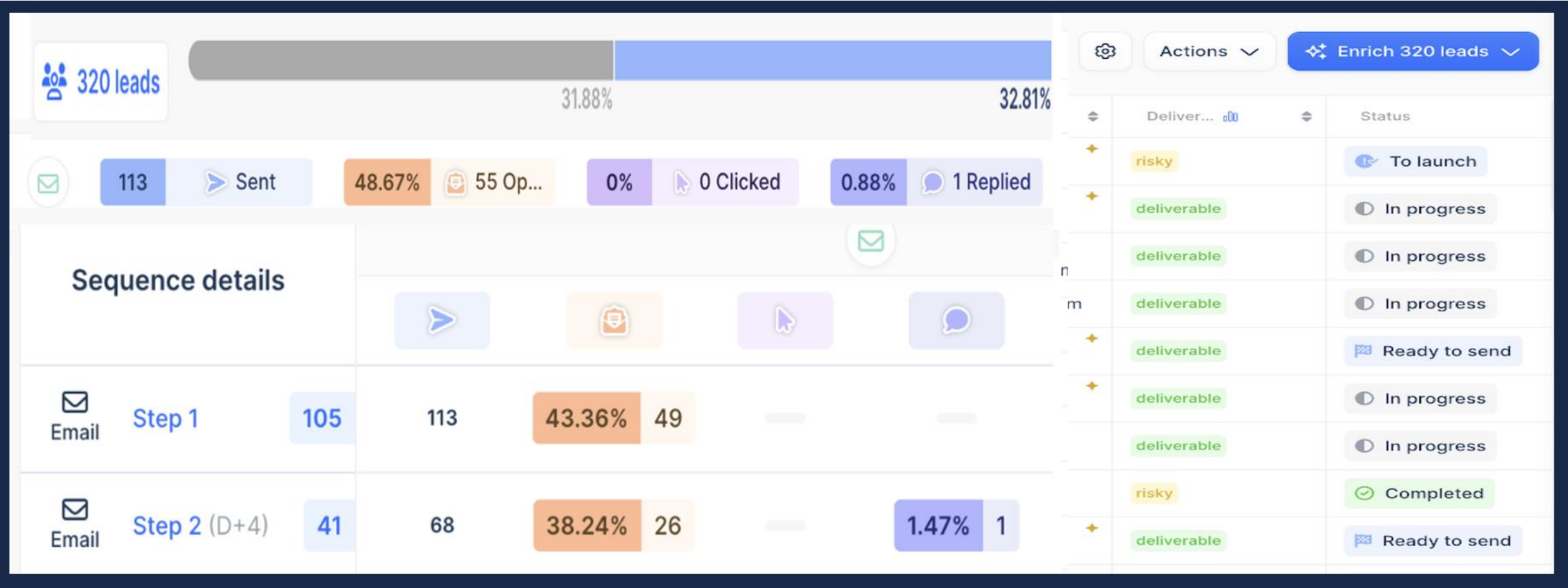
20 Hrs/Wk/Mo

These blocks of time can be scheduled and adjusted as needed to satisfy goals. i.e. we may want to target conference meetings and provide more hours toward that in a specific time frame.



High Value Target Qualification Platform & Process

Qualifying Platform – Our targeted follow-up outreach **monitors open** and **response rates** to evaluate the timing and quality of lead selection for engagement.



Build Your **Annual Marketing Calendar** Tying it to Relevant Industry **Conferences** and **Events** (ASCO, BIO, DIA) to **Promote Your Presence** and Help to **Schedule Meetings in Advance**.

[illegible]

Newsletters and LinkedIn


NEWSLETTERS AND LINKEDIN POSTS (CREATE 20-24 BRANDED POSTS)

Images and **Links Draw Readers** to Your Website and Events Along with Collateral Material Such as **Case Studies**, **Webinars**, **Newsletters**, and **White Papers**.

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EMINO Healthcare



OUR SITES

JOHANNESBURG	CAPE TOWN	PORT ELIZABETH
• Clinical Oncology • Hematology • Infectious Diseases • Internal Medicine • Laboratory Medicine • Maternal & Child Health • Nephrology • Respiratory Medicine • Skin Medicine • Transplantation	• Clinical Oncology • Hematology • Infectious Diseases • Internal Medicine • Laboratory Medicine • Maternal & Child Health • Nephrology • Respiratory Medicine • Skin Medicine • Transplantation	• Clinical Oncology • Hematology • Infectious Diseases • Internal Medicine • Laboratory Medicine • Maternal & Child Health • Nephrology • Respiratory Medicine • Skin Medicine • Transplantation

Evestia Clinical

ABOUT EVESTIA CLINICAL: PIONEERING CLINICAL RESEARCH



ABOUT US

Evestia Clinical is a leading provider of clinical research services, specializing in the development and execution of clinical trials for pharmaceutical and biotechnology companies. Our team of experts is dedicated to ensuring the highest quality and integrity in all our research activities.

KEY SERVICES & CAPABILITIES

• Clinical trial design and protocol development
• Patient recruitment and retention
• Data management and analysis
• Regulatory affairs and compliance
• Clinical site management and monitoring
• Clinical trial reporting and documentation

PharSafer

Specialists in Global Clinical and Post Marketing Drug Safety



PharSafer Your leading partner in drug safety

A PharSafer: PharSafer - coming soon

Setting the Industry Standard

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EXPERIENCE IN FACTORS

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ERGOMED

Clinical Development Services



Orphan Drug Development | **Therapeutic Area Expertise** | **In-house Phase I-IV Clinical Development** | **Unique Site & Physician Support Solutions**

Latest news

- **Orphan Drug Development**: A new orphan drug has been approved for clinical trial.
- **Therapeutic Area Expertise**: A new therapeutic area has been identified for clinical trial.
- **In-house Phase I-IV Clinical Development**: A new phase I-IV clinical trial has been completed.
- **Unique Site & Physician Support Solutions**: A new site and physician support solution has been developed.

PrimeVigilance Ltd.

14,838 followers
1st • Edited •

NEWS: We are kicking off the new year with a new Pharmacovigilance Advanced Learning Webinar series!

...SEE MORE

ADVANCED LEARNING WEBINAR SERIES

Pharmacovigilance Audits and Inspections Navigation

From the Perspective of Auditees and Inspected

Tiago Barca Ramos
Associate Director of Projects and Qualified Person
Responsible for Pharmacovigilance in the EU (EU GMP)

WEBINAR DATE:
January 27, 2022


REGISTER NOW

REGISTER NOW - Pharmacovigilance Audits and Inspections Navigation: From the Perspective of Auditees and Inspected

Signmarker.com - 1 min read

EPL

Independent, Expert, Responsive



Histology - Tissue Accountability and Routine Recut Procedures

Since 1971, EPL has developed and refined methods to provide high quality and efficient histopathology services. The following information details some of the steps taken during histology processing and preparation at EPL, to ensure tissue

ClinActis

Let ClinActis Enter Your 2020 Vendor Qualification Process

Founder & CEO
Dr. Giovanni has more than 20 years experience in clinical research in Europe and Asia Pacific including Japan, working with biotechnology companies, pharmaceutical companies and clinical research organizations.

Contact Us To Qualify As A Vendor:
info@clinactis.com

Geographic Coverage

• Europe
• Asia Pacific
• North America
• South America
• Africa
• Australia

Delivering Quality

• 90+ years of experience
• 500+ employees
• 30+ countries

Value Proposition

• 25 years of experience
• 25 years of experience
• 25 years of experience

When 'Zero' Matters

• 0 errors
• 0 delays
• 0 complaints

Reporting 'Opens/Clicks' for BD Follow-Up Activity



REPORTING OF 'OPENS / CLICKS'

Data Reports Providing Your BD Team a List of Everyone Who **Opened** the Newsletter and Who **Clicked** on Specific Links. This is a Great **Follow-Up** Plan for Daily BD Activity.



Newsletter Data-Driven Lead Generation

Newsletter Link

Deliveries: 51,872

Opens: 12,385

Individual Clicks: 917

Total Clicks: 9,424

Email Performance

See how your emails are doing with your audience.

	Sent			Open Rate			Click Rate		
	Original	Resend	Total	Original	Resend	Total	Original	Resend	Total
Sent	51872			35.6%			2.7%		
Opens	10794	1591	12385				891	26	917
Sent	51872	24262	76134				23742	22574	46316



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Founder & Managing Director

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- Life Science Focused
- Business Development, M&A and Licensing
- CROs, Biotech, Pharma

Contact Jim Sarene

Contact Us for More Information / Quote



Read Our Newsletters



Read Our **226** Newsletters

Schedule **212** Letter Call

Register to Win One Complimentary Webinar!
Experience How "Fractionalized BD" will increase BD-ROI
Global Distribution to 40K+ Industry Contacts

\$10K Value



Register to Win

Watch **196** Webinars

About BioAlliance Strategies

BioAlliance Strategies communicates your value and capabilities to our proprietary database of 40K plus industry contacts and will increase your current CRM contacts. Our model is built to coordinate resources and act as a combination of both marketing and business development to maximize your BD-ROI. Our global outreach leverages platforms including newsletters, webinars, videos and social media.

BioAlliance
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Your 24/7 Branded Broadcast Channel
License Yours Today!

**WEBINARS
PODCASTS**

361

The BioAlliance Video Network
is Your 24/7 Branded Channel

Broadcast Your Story to a Global Audience
The BioAlliance Video Network (BAVN) is your very own studio for webinars and podcasts that is branded for you to reach 40K+ industry contacts. Build your audience and deliver industry updates to position your company as the life science experts.

Contact James J. Sarene for Your Channel

Schedule a Call **354** Your Own Channel

Watch Our Client Webinars



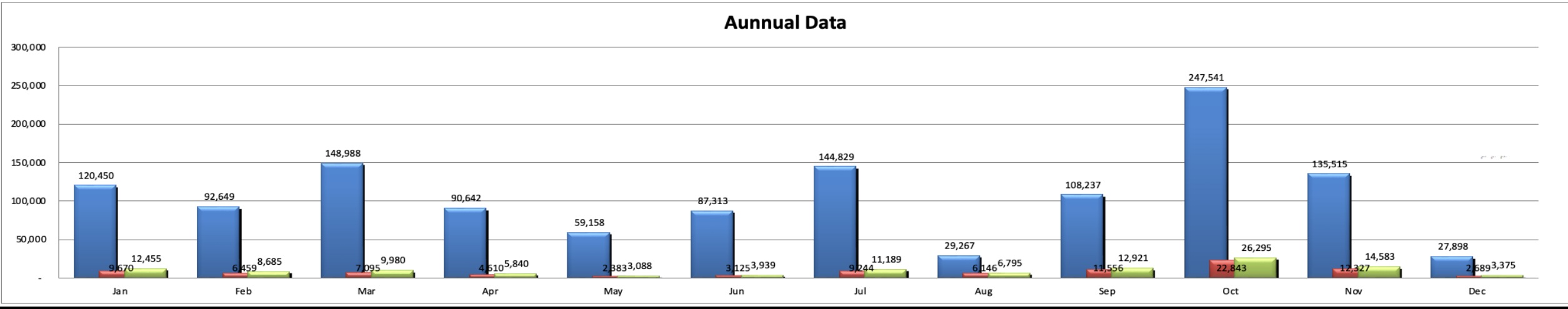
Watch **311** Webinars

Schedule **266** Your Call



Actual Client Newsletter / Webinar Metrics

Trending Opens													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Emailed	120,450	92,649	148,988	90,642	59,158	87,313	144,829	29,267	108,237	247,541	135,515	27,898	1,292,487
Opens	9,670	6,459	7,095	4,610	2,383	3,125	9,244	6,146	11,556	22,843	12,327	2,689	98,147
Total Opens	12,455	8,685	9,980	5,840	3,088	3,939	11,189	6,795	12,921	26,295	14,583	3,375	119,145
Single %	8.0%	7.0%	4.8%	5.1%	4.0%	3.6%	6.4%	21.0%	10.7%	9.2%	9.1%	9.6%	7.6%
Total %	10.3%	9.4%	6.7%	6.4%	5.2%	4.5%	7.7%	23.2%	11.9%	10.6%	10.8%	12.1%	9.2%
Campaign Distri	4	2	5	4	2	2	5	1	4	10	5	1	45
Campaigns	1. PV Webinar: Brexit 2. Jan News	1. Webinar Invite 2. Rare Disease Day	1. Webinar Invite 2. Newsletter	1. Webinar Invite 2. Apr 1st News	1. Apr 2nd Send 2. May News #1	1. May News #2 2. PV Resend	1. Webinar 3x 2. News	1. Newsletter	1. Webinar Invite 2x	1. PV Webinar Invite x2 2. Nov Webinar Invite 3. Oct Newsletter x2 4. Ergomed News	1. Ergo Web Invite 2. Ergo Web Invite Remind	1. Holiday Card	
Total Webinars Sessions	2		2		2		2		3	3	3		17
Webinar Page V	5,837		4,195		6,330		8,641		4,628	7,390	2,830		39,851
Webinar Registrations	403		167		471		1510		258	847	100		3,756



Newsletters Reporting for Follow-Up Activity

NEWSLETTER REPORTING

Newsletter Activity Will be Reported Via Excel Sheet That Contains Contacts Who **Opened** and **Clicked** On Specific Links. This Assists BD for **Follow-Up Activities** to **Targeted Individuals**.

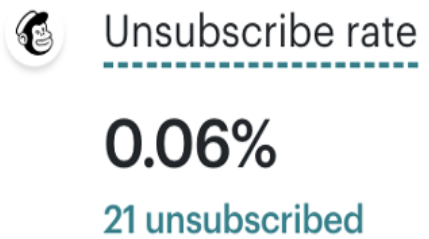
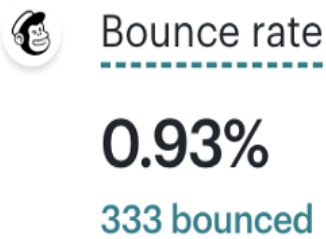
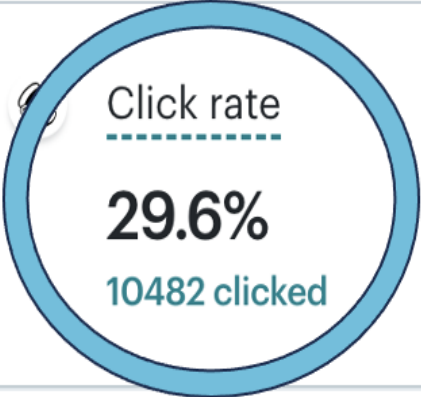
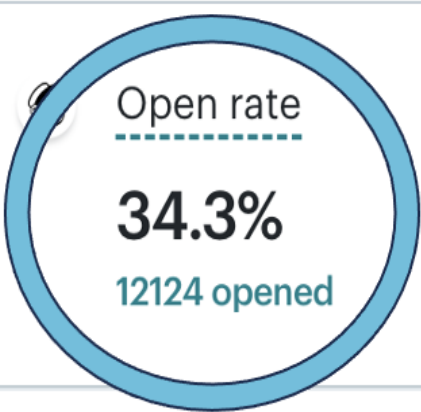
	A	B	C		F	
1	Owner	Country	Company	Secured Data	Title	Secured Data
2	PharmSource	USA	Alkahest Inc.		CEO	
3	PharmSource	Japan	Otsuka Pharmaceutical Co., Ltd.		Senior Manager, Global Clinical Outsour	
4	BAS	USA	Medina Medical		Sr Vice PreSident	
5	PharmSource	Australia	Starpharma Holdings Limited		CEO	
6	BAS					
7	BAS	USA	MacroGenics Inc		Vice President, Clinical Research	
8	BAS					
9	BAS	Israel	Betalin Therapeutics			
10	BAS		New Product Development Busi		New Product Development Business Par	
11	PharmSource	USA	Galectin Therapeutics, Inc.		Executive Director, Regulatory Affairs &	
12	BAS		OmniComm Systems		Director of Business Development	
13	PharmSource	USA	Pfizer, Inc.		Medical Director, Therapeutic Area Clini	
14	PharmSource	USA	Akcea Therapeutics		Head, HR	
15	BAS	USA	Drais Pharma		President & CEO	
16	PharmSource	USA	Foamix Pharmaceuticals Ltd.		CEO	
17	BAS					
18	BAS		Gray Regulatory Consulting LLC		Managing Director	
19	PharmSource	USA	Axovant Sciences		General Counsel	
20	BAS	USA	Brickell Biotech, Inc.		Senior Vice President, Clinical Operation	
21	PharmSource	USA	Cavion, Inc.		VP, Business Planning & Operations	
22	BAS		Devana Solutions, LLC		Advisor	
23	BAS		Factory CRO for Medical Devices		Head of Business Development, Factory	
24	BAS		Medical Research Network		Sr Business Development Executive	
25	BAS	USA	Seattle Genetics Inc.			
26	BAS				Alexander.fingerle@tum.de	
27	BAS		365force Inc.		Social Entrepreneur	
28	PharmSource	USA	AzurRx BioPharma, Inc.		CFO	
29	BAS		Boston Therapeutics , Inc.		Chief Executive Officer	
30	BAS	USA	DEPOMED		Senior Vice President, Chief Medical and	

Newsletter Metrics – Audience Built For 4 Years

Data From Recent Newsletter (1st Distribution Plus 2nd to 'Non-Opens')
14,786 Individuals Opened the Newsletter Plus a Total of **67,892** Clicks!

November 6, 2024 - July 21, 2025 • Excludes Apple MPP

* Please note activity timeline – Still Active



Additional email details

Deliveries	35,367 (99.1%)	Clicks per unique opens	86.5%
Total opens	14,786	Total clicks	67,892
Last opened	May 20, 2025 9:15 am	Last clicked	Jul 01, 2025 5:49 pm
Forwarded	0	Abuse reports	0

Webinar and Corporate Videos

WEBINARS AND CORPORATE VIDEOS

Your **Webinar** and **Corporate Videos** are a Tool to Educate a Global Market on Your **Website**, and **Social Media** Platforms.

We'll Leverage Your Monthly **Newsletters** to Pull Readers to **Download** Your Content That Will Build Your **BD Pipeline**.

Remember:

Gartner (2020, "The New B2B Buying Journey") – Found that "B2B buyers spend only 17% of their total buying journey meeting with potential suppliers. **"Most time is spent researching independently online, long before vendor contact"**.

The collage consists of six promotional images arranged in a 2x3 grid:

- Top Left:** Ergomed - Mastering 21 CF... Webinar Topic: Mastering 21 CFR Part 314 Navigating the Investigational Drug Application Process and Beyond. Expert: Lora Stremwalt, PhD Regulatory Affairs Associate Director. Watch on YouTube. Logo: **ERGOMED**.
- Top Middle:** Celerion - Optimizing Renal and Hepatic Impairment Clinical Trial Designs. Speaker: Sabina Paglalunga, PhD Director. Watch on YouTube. Logo: **celerion** Translating Science to Medicine.
- Top Right:** PRIMEVIGILANCE - Marketing... Welcome to Our Webinar. Topic: "Marketing Authorization (MA) procedures in the context of EU Pharmaceutical Legislation Reform". Speaker: Martina Pereira Ramos. Watch on YouTube. Logo: **PRIMEVIGILANCE** An Ergomed Company.
- Bottom Left:** LumaBridge Oncology Focused CRO. Speaker: COL (ret) George E. Peoples, MD, FACS, Founder and Executive Chairman. Logo: **LumaBridge**.
- Bottom Middle:** Gabrail Cancer & Research Center. 10th Annual Sargon Research Summit. Speaker: Nishat Gabrail, MD. Logo: **Gabrail Cancer & Research Center**.
- Bottom Right:** ClinActis. Let ClinActis Enter Your 2020 Vendor Qualification Process. Contact Us To Qualify As A Vendor: info@clinactis.com. Logo: **ClinActis**.

Your Experts Tell Your Story

Webinar Benefits



- ✓ **Global Audience**
- ✓ Increase Brand Awareness
- ✓ Webinars are **Cost Effective**
- ✓ Increase Your **Database & Pipeline of Qualified Leads**
- ✓ Webinars are Recorded & Archived for Later Viewing

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Mastering 21 CFR Part 312:

Navigating the Investigational New Drug Application Process and Beyond

Mastering 21 CFR Part 312:
Navigating the Investigational
New Drug Application
Process and Beyond



Ergomed Clinical Research Webinars



UPCOMING WEBINAR

The Regulatory
Landscape of AI:
The Current State and
Future Trends



The Regulatory Landscape of
AI: The Current State and
Future Trends

WEBINAR WILL BE RECORDED



PrimeVigilance Webinars

Branded for Our Clients

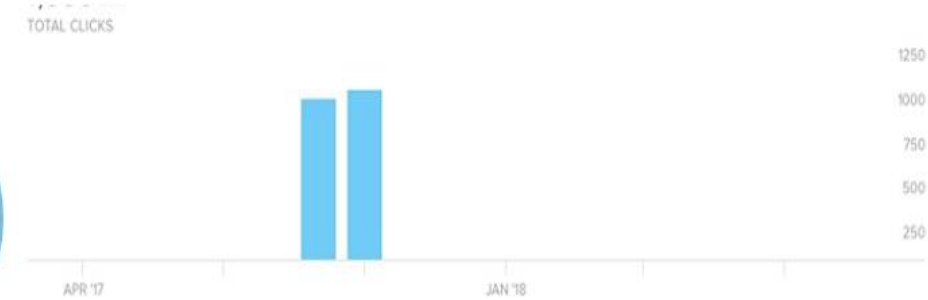
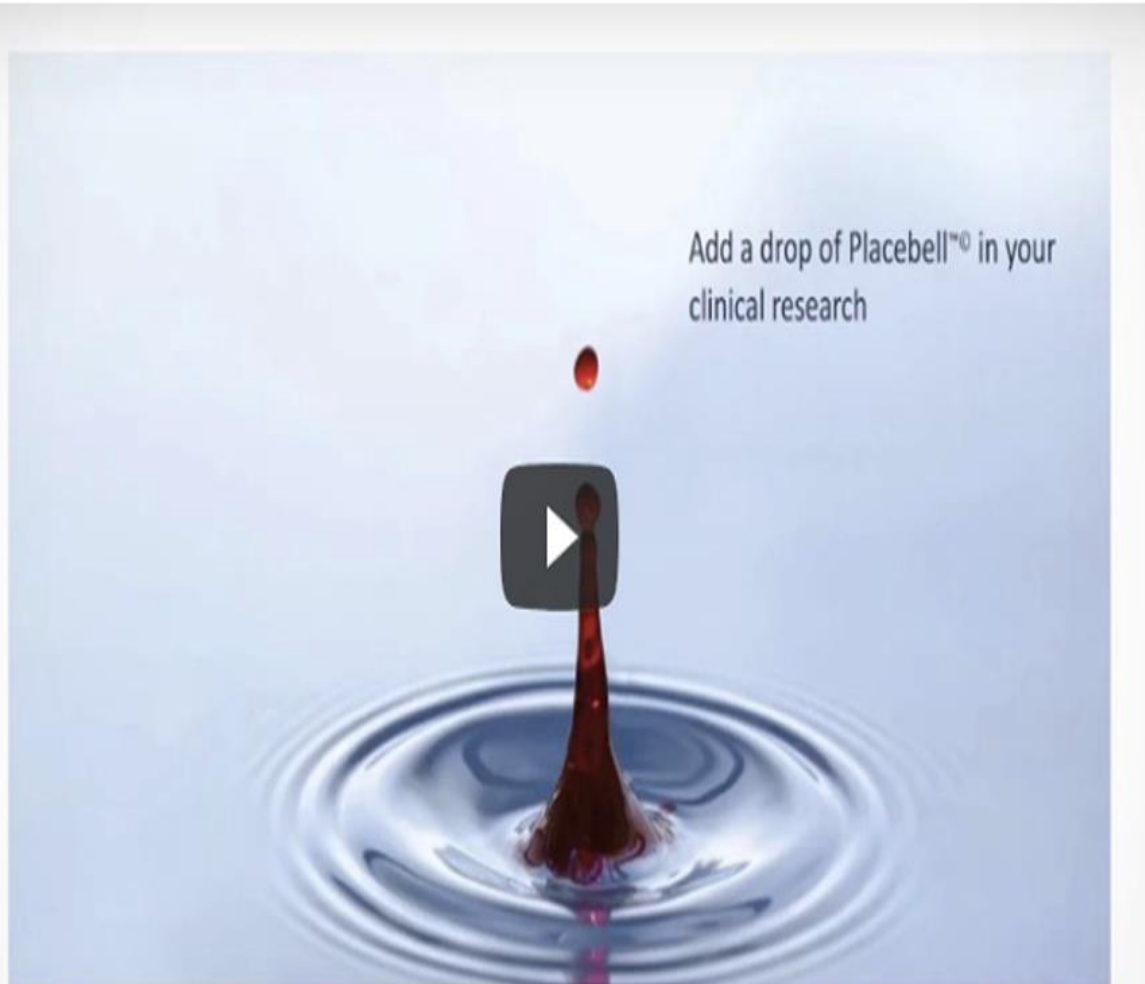


Audience is Pulled Directly to Your Registration Page

Webinar Views Over Time (i.e. 209 Registered)

WEBINAR REPURPOSING – REAL WORLD EXAMPLE

The **Real Value** of Your Webinar is the Next 12 Months After the Event. Newsletters Use Links to Pull Readers to **Download** Your Webinar Recording to **Capture Valuable Target Client Data**



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BioAlliance Video Network

<http://bioalliancevideonetwork.com/index.php?do=biochannel/channel-home/10>

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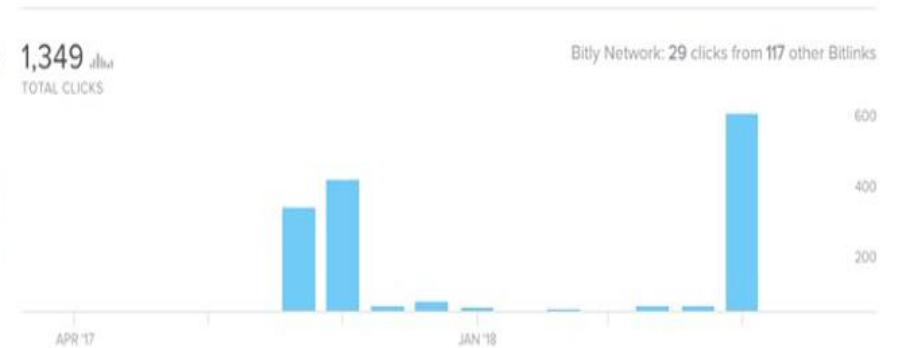
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1,349
TOTAL CLICKS



Bitly Network: 29 clicks from 117 other Bitlinks

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Meet the BioAlliance Strategies Team

OUR EXPERTS: OPERATIONAL, SCIENTIFIC AND TECHNOLOGY



Claudio Rota, PhD, MS
Strategic Sales, Marketing



Imen Jelassi, PharmaD, MSc
Strategic Sales, Marketing



Denise McNerney
Global Strategic Advisor



Michael J. Sekol
Software & Web
Development



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