



Welcome To Today's Event!

March 6, 2024





LiveWorld

Unlock Social



“

Our Vision

The **transformative power** of
online dialogue & relationships
enable people to **create value** together
they couldn't by themselves

Unlock Social with LiveWorld



Proactive Compliance

From Roadblock → Freeway



Dynamic Engagement

From One Way Broadcast → Relationships



Strategic Insight

From Data & Comments → Actionable Insights

Enabling Healthcare Companies to Succeed Globally



Managing

350+

healthcare social
& digital properties

90K+

healthcare customer service &
engagement hours per year



70

country/language
combinations

abbvie

AstraZeneca

Bristol Myers
Squibb™

Chiesi

Lilly

Mount
Sinai

Pfizer

zoetis

TODAY'S TOPIC:

The Rise of Social Video in the Age of AI for Pharma

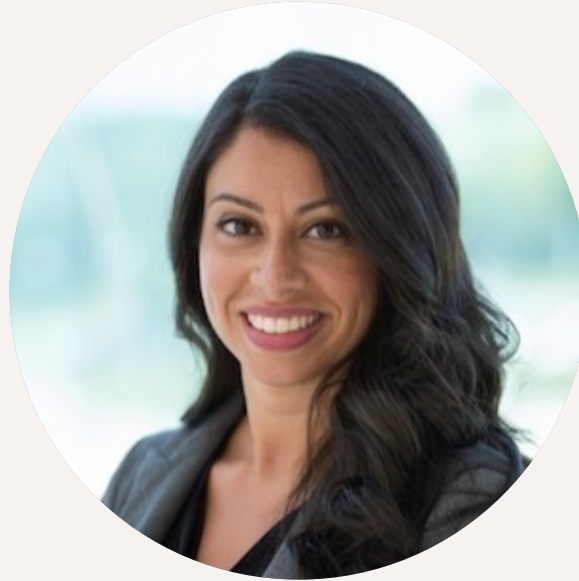


Who You Are Hearing From Today



Jena Dengrove
VP Creative Director
LiveWorld

Moderator



Rema Bitar
Director, Digital Strategy
Lead
Bayer

Panelist



Jessica Pansini
Head of US Social Media
Sanofi

Panelist



Siva Tallavajhala
Director, Hematology &
Oncology Omnichannel
Marketing COE
Stemline/Menarini

Panelist

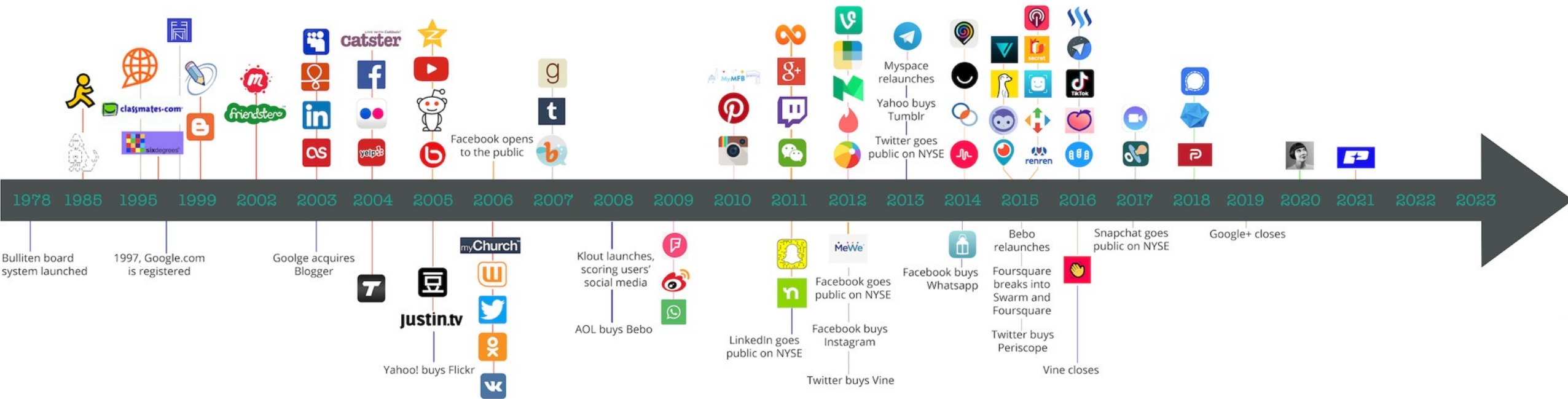
How Did We Get Here?

The Evolution Of The Digital Landscape

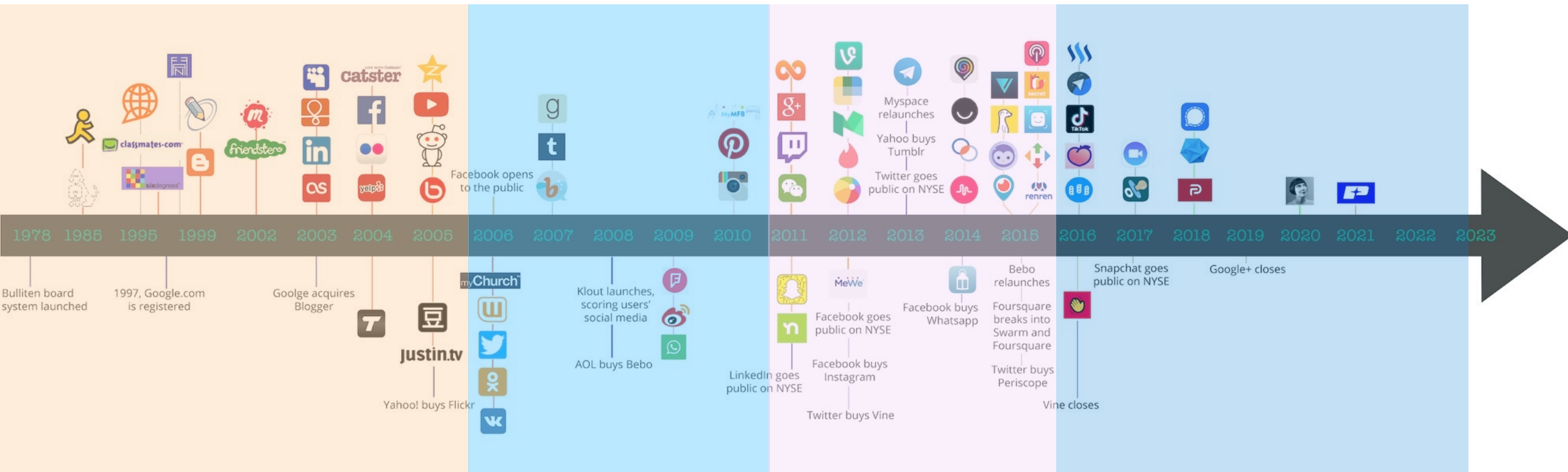
The Pandemic Changed Everything



Digital Landscape Overview



Digital Landscape Overview



Long-Form Content

Images

Video 1.0

Video 2.0

Welcome To The "New Normal"

What Are The Key Takeaways To Consider?

The Evolution Of Social Is Now... Video



**Shorter
Attention Span**



**Improving
Algorithms**



**Vertical Video
Growth**



**Conditions
Become Human**



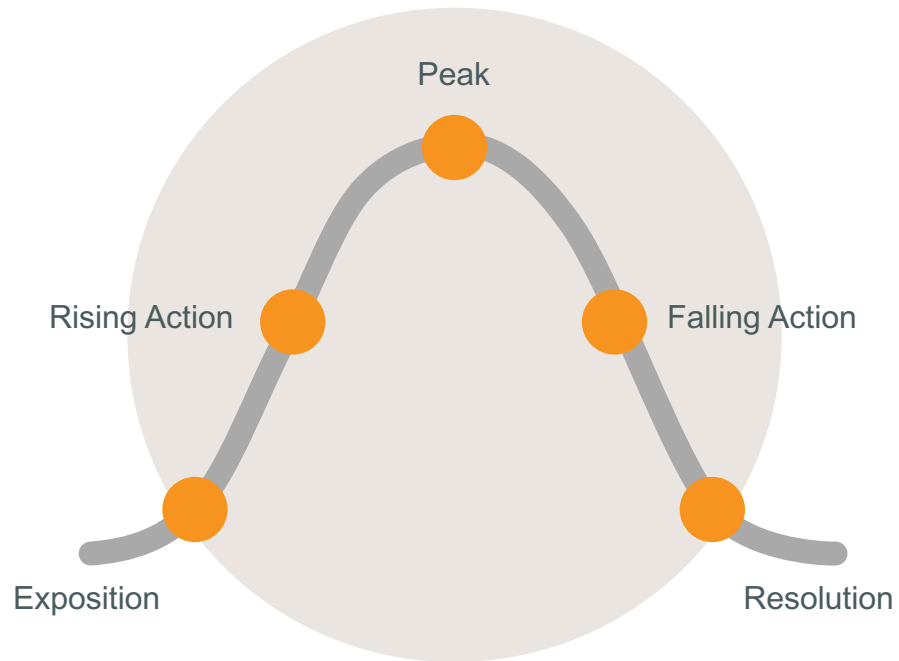
**Short-Form Video
Domination**



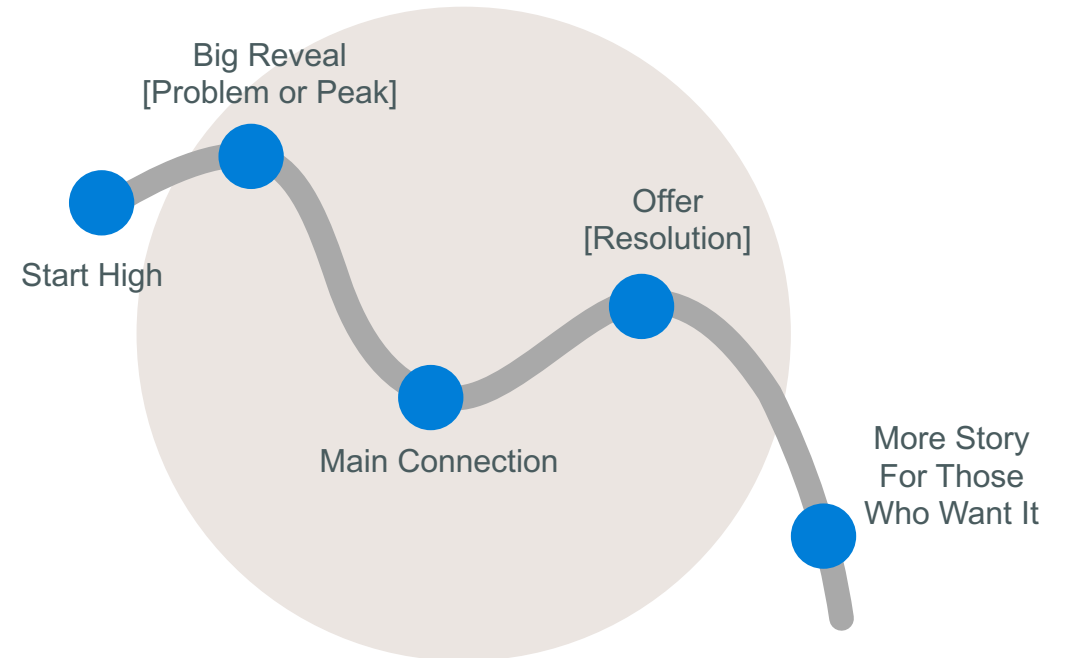
**Diversification
of Content**

The Script Has Flipped With Social Video

The Traditional Story Arc



The Emerging Story Arc – Digital Space



Creative That Engages



Plan

Plan for a flipped script for social video



Create

Craft tailored content for each social platform



Capture

Video must stop the scroll with striking visuals and compelling storylines



Connect

Create connections that leave people wanting more and coming back

Let's Have Some Fun!

Learning From Peers In Our Industry Panel Discussion

The Home Stretch

Who Has Questions?



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