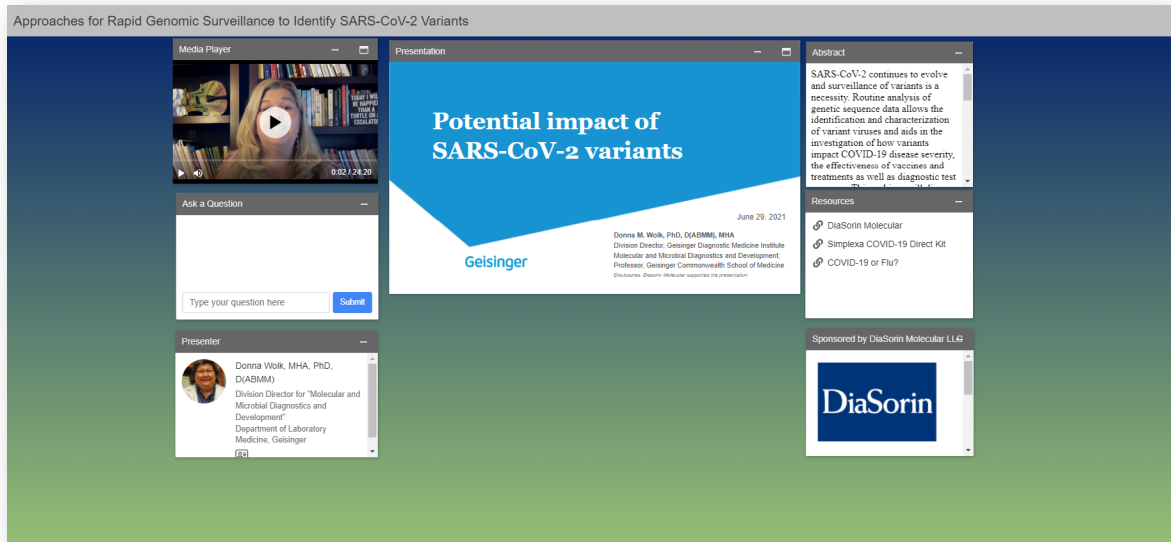


# HAPPY SPEAKER, HAPPY CLIENT-

Approaches for Rapid Genomic Surveillance to Identify SARS-CoV-2 Variants -  
DiaSorin Molecular LLC Webinar



Webinar Environment

## Overview

Regardless of the topic at hand, when hosting a webinar it is imperative that the speaker feels comfortable whether they are speaking live or pre-recording. A happy speaker makes for an engaging presentation that shines through to your attendees' experience. DiaSorin Molecular's "Approaches for Rapid Genomic Surveillance to Identify SARS-CoV-2 Variants" is a great example of this.

## About Labroots Webinars

Not ready to dive into hosting a complete custom virtual event? Labroots webinars are an alternative route for those who want to dip their toes in the virtual space. Hosting webinars for 10+ years has allowed Labroots to narrow down what makes a webinar successful.

## The Microsite and Webinar Environment

In order for attendees to gain access to the webinar, they must register through the customized microsite. This viewer-friendly landing page allows prospective attendees to read the webinar's abstract, a short biography on the speaker, and if interested, register.



Webinar Microsite

## The Microsite and Webinar Environment

(continued)

Upon registering and entering the engaging webinar environment, the attendee is presented with DiaSorin Molecular's chosen color scheme to ensure everything remains on brand. The left side has the speaker's video (can be expanded to full screen), an "Ask a Question" box, and information on the presenter. The center of the environment has the speaker's presentation that shifts through additional, relevant information. The right side of the screen provides attendees with quick access to the abstract, resources and information about the sponsor (DiaSorin Molecular).

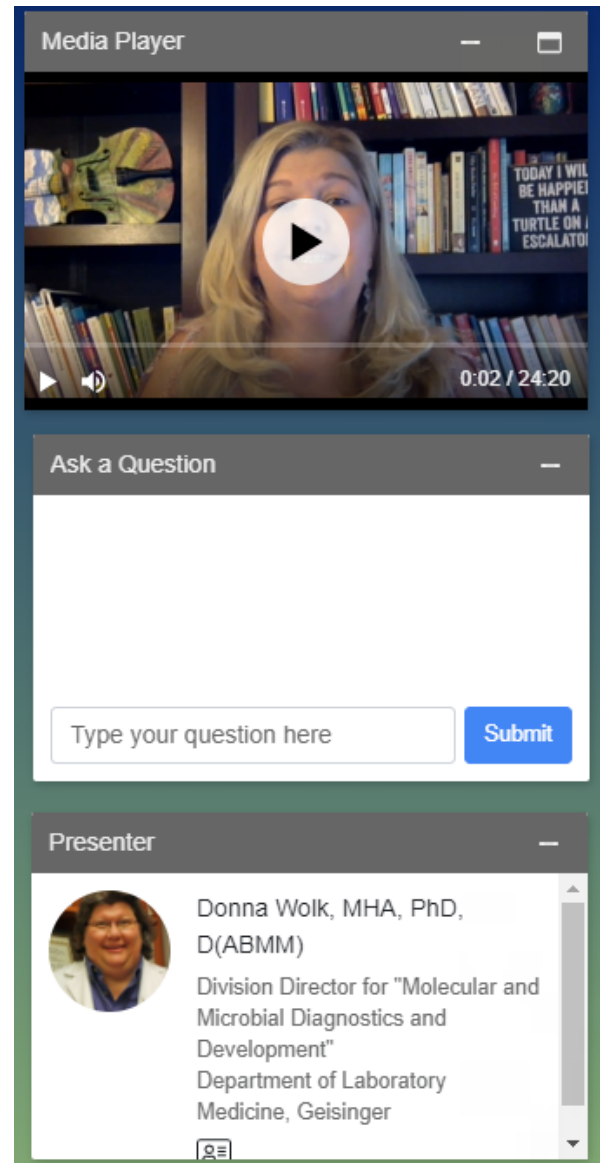
"Approaches for Rapid Genomic Surveillance to Identify SARS-CoV-2 Variants" is currently available on demand until June 29, 2023. [Click here to watch.](#)

## Registration Speaks for Itself

With more than 600 registrants for their webinar prior to its launch, it's clear that "Approached for Rapid Genomic Surveillance to Identify SARS-CoV-2 Variants" was a hit. With promotional emails sent to DiaSorin Molecular's selected audience, and social promotions to specific category groups, these registration numbers were no surprise.

## A Very Happy Speaker and Client

Donna Wolk, MHA, PhD, D(ABMM), the presenter of "Approaches for Rapid Genomic Surveillance to Identify SARS-CoV-2 Variants," enjoyed working with Labroots, and DiaSorin Molecular (Labroots' long-term client) was very pleased with this webinar.



Webinar Environment

## Take their word for it...

### Speaker Testimonial

“

*I love working with Labroots, they are so **professional**.*”

”

Donna Wolk  
MHA, PhD(ABMM)

### Client Testimonial

“

*"I agree about Labroots - they make it **so easy and fun** to do. I've been working with them for years."*”

”

Tiffany Monreal  
Sr. Marketing and Events Specialist  
DiaSorin Molecular