

In a Nutshell

INDUSTRY: Pharmaceutical

COMPANY: Sanofi

COMPANY SIZE: Enterprise

SERVICE USED: Yoga, Pilates, Meditation

FREQUENCY: Conference Events

MEDIUM: Online

EMPLOYEES LOVE: Taking time to quiet the inner chatter and feeling connected through wellness.

Challenge

Multinational pharmaceutical firm Sanofi has a jam-packed events calendar, and 2021 was no different, except the vast majority would be online! Sanofi's events team contacted My Method wanting to provide a mix of wellbeing sessions for their first virtual 3-day Diabetes conference for 180+ participants.

The focus of these sessions was to energise people in between the presentations and give people the opportunity to attend different types of session depending on what they preferred.

Their main concern transitioning online was making sure the experience was seamless.

Our Tailored Solution

My Method worked hand-in-hand with Sanofi's Business Operations, Events & Support teams helping to craft beginner-friendly Yoga and Pilates sessions for the three day conference. Given there were multiple 'tracks' for attendees to participate in during the day, we facilitated multiple sessions kicking off at the same time which people registered for in advance, before clicking on one link to join their preferred wellbeing session.

To ensure a seamless experience, My Method facilitated a short technical onboard prior to the session start, making sure all attendees had the right camera angles and audio set-up for maximum enjoyment. As these were beginner sessions, we also provided time for Q&A with our specialist teachers.

The conference rounded off with an all-staff Soundscape Meditation where participants were guided through a sensory meditation experience, listening to sounds of nature and natural frequencies, helping relieve stress and tension to fully restore.



4.5*

Rating



Attendees:

180+



Favourite Meditation:

SOUNDSCAPE



The service and attention to detail was brilliant with constant communication throughout. Everything was so well managed and professionally done.

My team gave the sessions a stellar **4.5/5*** rating in addition to comments saying we had got the balance 'just right'. I felt so confident on the run up to the event and will be recommending My Method for upcoming events!

Lorraine
Meetings & Events Executive at Sanofi

