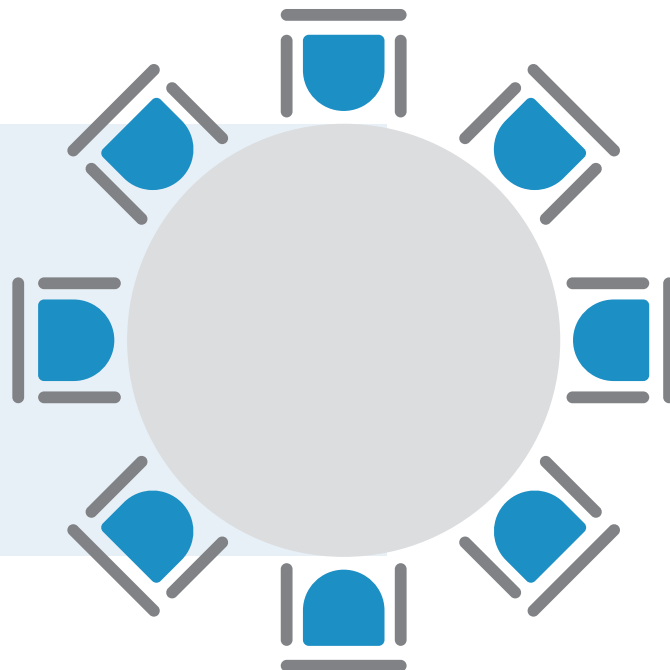


At the Table™ Program

A curated, KOL-led educational experience bringing experts and peers together for meaningful clinical discussion...and a meal.



The **At the Table** program is a structured KOL-led educational experience designed to bring experts and peers together for meaningful clinical discussion, over a meal. The structure of the program is organized into four main phases – Paperwork & Confirmation, Audience Recruitment, the At the Table Meeting, and Post Meeting Follow Up – each supported by CPE Communications staff.



Paperwork & Confirmation

- Manage all administrative tasks for KOL-moderators (number of KOLs to be determined).
- Develop all program paperwork and meeting materials.
- Confirm venue, menu, and meeting logistics.
- Coordinate KOL confirmation, travel (if needed), and compensation.
- Send meeting reminders to registered participants.
- Support KOLs participating in multiple At the Table programs throughout the year.

Audience Recruitment

- Partner with PRDs and Brand Managers to recruit appropriate attendees.
- Design custom invitations for each meeting.
- Include QR codes and registration links in invitations.
- Provide invitations to PRDs for distribution to curated invitee lists.
- Develop and distribute conference attendee email blasts, when applicable.

The At the Table Meeting

- Provide onsite support for the KOL-moderator.
- Ensure presentation slides are preloaded and venue setup is complete before the meeting.
- Manage meeting logistics so the KOL-moderator can focus on presenting and facilitating discussion.
- Develop clinical content and presentation slides, if required.
- Typical meeting format: 1-hour duration, approximately 10 participants, in addition to the KOL-moderator, PRD representative, and CPE staff.



10+
participants



KOL-moderator



PRD Representative

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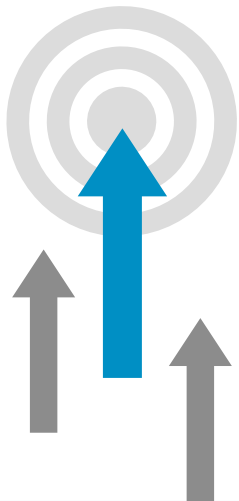
Post Meeting

- Collect participant surveys following each meeting.
- Gather feedback from the KOL-moderator and PRD.
- Compile survey results into a client report.
- Complete budget reconciliation.
- Process KOL compensation.
- Manage all program wrap-up activities.



Program Cost

The cost of an **At the Table** meeting can fluctuate based on variables including the number of meetings throughout the year, the amount of compensation per KOL, the number of KOLs used, location of the meetings, and whether creation of clinical content is needed, which would vary based on the number of hours, slides, and drafts.



Why It Works

- Expert-led, peer-to-peer discussions create a comfortable environment for meaningful clinical exchange and practical learning.
- Small-group settings encourage deeper engagement, candid dialogue, and personalized interactions that are often difficult to achieve in larger educational programs.
- Customized recruitment helps ensure the right audience is at the table, maximizing the relevance and impact of every discussion.
- The structured, turnkey approach delivers a consistent, compliant, and high-quality experience from planning through post-program reporting.
- CPE Communications provides comprehensive program management, allowing field and brand teams to focus on strategic objectives rather than logistics.

Key Takeaway

The **At the Table** Program combines the credibility of KOL-led education with the power of small-group discussion, creating a highly engaging experience that fosters meaningful scientific exchange, strengthens professional relationships, and delivers measurable value for participants and sponsors alike.