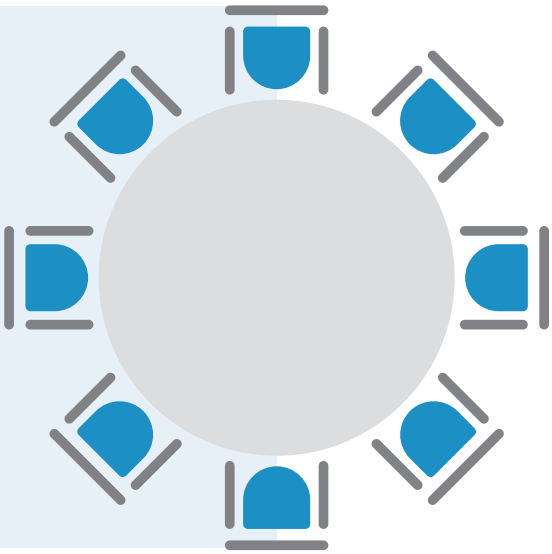
At the Table™ Program

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

CPE Communications

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 program is organized into four key phases: **Paperwork & Confirmation**, **Audience Recruitment**, the **At the Table Meeting**, and **Post-meeting Follow-up**, each supported by CPE Communications staff. Beyond facilitating high-value scientific exchange and peer-to-peer learning, the program generates meaningful insights into healthcare professional perspectives, unmet needs, treatment decision-making, and evolving clinical practice patterns. These insights can help clients better understand their audience, identify emerging trends, and inform future medical education, communication, engagement, and strategic planning initiatives.



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 brand managers to identify effective audience generation strategies and recruit appropriate attendees.
- Design and distribution of custom invitations and email blasts for each meeting to curated invitee lists.
- Collaborate with external partners, when needed, to expand audience generation reach.

The **At the Table** Meeting

- Provide onsite support for the KOL moderator.
- Ensure presentation slides are preloaded and venue setup is complete prior to 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, client representative, and CPE staff.



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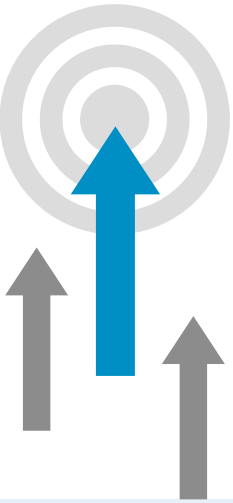
Post-meeting Follow-up

- Collect participant surveys following each meeting.
- Gather feedback from the KOL moderator and client.
- 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 while providing unique visibility into the factors shaping clinical decision-making across the treatment landscape.

If interested in creating an **At the Table** program, please contact Allison Goldberg, Associate Vice President, CPE Communications at (917) 509-9583 or agoldberg@cpeducate.com.