STUDY AND SITE ENABLEMENT

Using WCG Total Training to Turn Live Engagement into Actionable Insights

BACKGROUND

WCG Total Training helps sponsors and CROs deliver more engaging, consistent, and measurable training experiences for clinical trial sites.

The solution brings together live interactive training, on-demand learning, compliance tracking, analytics, and expert consulting to support better site readiness, stronger knowledge retention, and more actionable insight into training performance.

While the solution is designed primarily to support study teams in training site staff on protocols, study practices, and operational requirements, it can also be used in other complex learning environments. WCG used these tools during their MAGI conference to demonstrate how live training tools can capture participation, surface knowledge gaps, and generate insights that improve future education.

CHALLENGE

MAGI brings together clinical research professionals for continuing education on current practices, operational challenges, and practical solutions. For WCG, the opportunity was not simply to deliver conference programming, but to better understand how attendees engaged with that content in real time and what those engagement signals revealed about future learning needs.

To do that, WCG needed a way to go beyond standard attendance and satisfaction metrics. The team wanted to identify where participants felt confident, where they needed more support, which topics prompted the most questions, and what content attendees found valuable enough to save or revisit. Those are the same kinds of insights sponsors and CROs need when training site staff on complex protocols and study requirements.

OBJECTIVES

- Increase engagement during live education sessions through interactive tools that encourage participation.
- Capture real-time feedback, confidence indicators, and knowledge signals across conference sessions.
- Use engagement analytics to identify content gaps, audience needs, and opportunities to improve future programming.
- Show how the same training infrastructure used for site education can support data-driven learning improvement in a live setting.

WCG TOTAL TRAINING DEPLOYMENT

WCG deployed its Total Training solution to support live audience engagement throughout MAGI. The live training platform, Array, enabled presenters and attendees to interact through polling, Q&A, confidence assessments, session evaluations, saved slides, and note-taking activity. Together, these capabilities created a richer view of how participants engaged with the training content and where additional education could have the greatest impact.

For sponsors and CROs, that same approach can be applied to investigator meetings, protocol training, study start-up education, and other site-facing learning moments. Instead of treating training as a one-time delivery requirement, WCG Total Training helps organizations understand whether the content is landing, where site teams may need reinforcement, and how to adapt future training based on real data.

RESULTS

646

attendees logged in across four days, with 51% classified as highly engaged, exceeding WCG benchmarks.

91%

of attendees had attended five or fewer MAGI events, and 58% were first-time attendees.

Confidence Gaps Uncovered

Helped identify where attendees understood key concepts and where additional education was needed.

Audience Priorities Revealed

Q&A, saved slides, and note-taking activity highlighted the topics that generated the most interest, confusion, and practical value.

Future Education Strengthened

Session and presenter feedback provided clear direction for improving future educational experiences.

IMPACT

By using Total Training tools (specifically the Array platform) during MAGI, WCG transformed a live education event into a measurable learning experience. The platform helped capture not just who attended, but how participants interacted with the content, where they needed more clarity, and which topics were most valuable to them.

Those insights can now inform future MAGI programming, speaker guidance, follow-up education, and resource development. More broadly, it demonstrates the value of WCG Total Training for sponsors and CROs: interactive training tools can increase engagement in the moment while generating the data needed to improve protocol training, address knowledge gaps, reduce downstream risk, and better support site performance.

ELEVATE TRAINING

EMPOWER SITE PERFORMANCE

TRANSFORM TRIALS

Experience the industry's first end-to-end clinical trial training platform, combining flexible training delivery with engagement tools, advanced analytics, and expert support.

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