







# WHAT IS L&E'S VIRTUAL FACILITY?

L&E Research has developed a Virtual Facility option to host, record, and live stream your research.

## How does remote research using Virtual Facility work?

- Tech questions and tests links are sent, with more in-depth tech checks for anyone having issues or for more complex platforms
- Live hosting is provided for the duration of the session to troubleshoot should issues arise as well as add late recruits, update the moderator, and let participants into the session
- All Virtual Facility platforms are secure via a waiting room option to avoid the dreaded "Zoom bombing"
- A variety of platforms are available including:
  -  Zoom
  -  MS Teams
  -  Adobe Connect
  -  WebEx and more
- Clients can observe and chat with each other during the session
- Onsite in person research streamed to the larger group

## What can Virtual Facility be used for?

- Focus groups, in-depth interviews, jury research using breakout rooms, HUT research for product testing and more
- Remote moderation for clients with travel restrictions

## A Changing Industry

We anticipate that many clients have adapted to conducting research online and remotely, and have a new appreciation for the benefits that this emerging methodology has provided.

DIY recruiting tools will assist clients who would prefer to be more hands on, and will benefit clients with smaller research budgets.

We predict a greater focus on agile research and how to stay flexible.

IT security and consumer data protection will become a larger conversation within the industry.

As more powerful technology is developed, we expect to see an uptick in AI integration.



### CONNECT WITH US!

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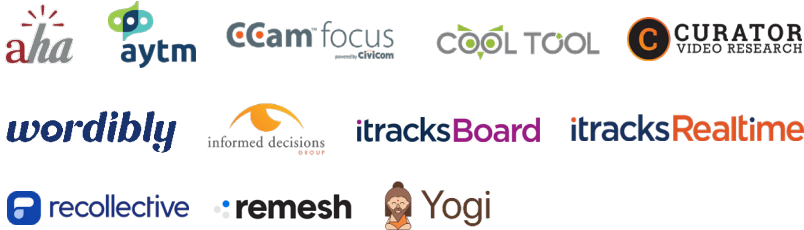
### NATIONWIDE RECRUITMENT WITH FACILITY AND/OR SUPPORT SERVICES IN:

Austin, TX | Charlotte, NC | Chicago, IL | Cincinnati, OH | Columbus, OH | Denver, CO  
Kansas City, MO | Minneapolis, MN | Nashville, TN | New York City, NY  
Orlando, FL | Raleigh, NC | San Francisco - East Bay Area, CA | St. Louis, MO  
Tampa, FL | Virtual Facility



## Technology Tools

L&E partners with the leading technology companies to give you access to the latest tools.



## L&E Portal: Streamlining Communication

L&E Research has gone through steps to meet SOC II compliance certifications to further protect consumer data and ensure a safe and secure environment for the participant.

In addition to the daily reports sent from the Project Manager, clients have 24/7 secure access to project information.

Respondents can securely view the status of their scheduled session directly in the member portal to make it easier for panelists to upload forms (consent, homework, etc.), redeem incentives, and access their confirmation letter without needing to rely on email communication.

## L&E Research Products & Services

- Recruiting Services
- Moderators & Consulting
- Focus Group Facilities
- Project Management
- L&E Video Streaming & Tech Tools

## The Three Most Important Considerations

### COMMUNICATION

- Internal Communication
- Client Communication
- Respondent Communication

### ONLINE REQUIREMENTS

- Considerations for panelists when engaging in online research

### RESPONDENT ENGAGEMENT

- Increase engagement by keeping research simple and fun



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