



LESLIE ROBERTSON
CEO & Founder of Open Audience
Writer, speaker, event panellist and facilitator

Leslie is the Founder and CEO of Open Audience, a global digital communications and event technology company that delivers creative audience engagement solutions.

Leslie started Open Audience in 2015, drawing upon his 26-year career with Life Science company AstraZeneca. Here he honed his expertise in multiple senior and strategic leadership roles in areas such as Marketing, Brand, Sales, Human Resources and Internal Communications across the AZ globe. Leslie's vision is to make meetings better by engaging, inspiring and informing audiences through dynamic interactive experiences - leading to behavioural change, memorable interactions, and quality, measurable outcomes.

Leslie believes that event design and relevant content are at the heart of every successful meeting, and that by harnessing the power of audience engagement you can turn passive delegates into active participants and thereby deliver true value against the investment you make in your event.

Open Audience delivers a broad range of events - live, virtual and hybrid - across numerous business sectors, but there's no doubt that Leslie's in-depth experience in pharma and life sciences allows him and his team to bring unique insight and ideas to the table as event specialists in these industries. In fact, Leslie and his team have delivered events and projects for the majority of the

top 10 global healthcare organisations, across six continents since the company was formed.

Leslie has a very spontaneous, creative and engaging personality. He is well-informed and able to interact and communicate comfortably at all levels of business. He combines commercial acumen, a consultative approach and a partnership philosophy layered with all things tech. He is a seeker of innovations and inventions to improve or solve problems. Recent projects have included executive presence workshops for global clinical leaders, chairing Community Advisory Boards, product launches, and operational effectiveness and engagement change programmes.

Leslie is well-known and admired within the world of pharma/life sciences and across the events industry. He has committed his support to The Power of Events initiative and is in conversation with Fay Sharpe at Fast Forward 15 regarding on-going involvement in this worthwhile organisation and the work they do. He has supported both Conference News Awards and Micebook V Awards this year. He is keen to do more. He enjoys speaking across a broad range of topics, is dynamic and entertaining on a Q&A panel and is a very effective facilitator. He enjoys writing and contributes intelligent and informed opinion on a broad range of subjects that include:

What is audience engagement, and does it really matter?

Do you truly understand what your audience wants and needs?

Engaging multilingual audiences and supporting non-native English speakers

What value does audience engagement deliver to your event and your budget?

How do you choose the right tech platform for your audience?

How do you plan an event with so much local and global instability and uncertainty?

Why is event design and content more important than tech?

Can you really personalise a virtual event?

Making virtual event audiences lean in.

Does Hybrid ever really work?

Innovations in managing Hybrid events

How do you create equivalent impact and engagement for Live & Virtual event audiences

Special needs – what do you need to be able to deliver an effective and compliant pharma/life science event?

The importance of collaboration and partnership in client/supplier relationships

Can you really get the measure of your event's success?