

## Introduction to CACTUS

CACTUS (<https://cactusglobal.com/>), a **global scientific communications and technology solutions company**, provides services to key players in academia and the life sciences, the publishing industry, and more.

Founded in 2002, we now have an **in-house staff of over 1,000** spread across our **offices in the U.S., the U.K., India, China, Japan, Singapore, Denmark, and South Korea**. Our global team of freelancers, in addition to our in-house staff, comprises editors, linguists, trainers, research communicators, and publication support experts with specialized backgrounds (such as BELS-certified editors, MDs, PhDs, and postdocs) and rich work experience.

In our corporate vision, we are trusted advisors who help make research more accessible, accelerating global science and human development, through a combination of inspired people and great technology. To this effect, our various brands are tailored to make researchers successful and research consumable.

- [Editage®](#), our flagship brand, helps scholars break through the confines of geography and language and publish the best version of their research
- [Impact Science](#), our strategic communication and amplification brand, helps ensure that quality scientific work is found, understood, and acted on
- [CACTUS Life Sciences](#) provides high-impact medical communications solutions for pharma, device, and biotech
- [CACTUS Labs](#) transforms business through innovation in the areas of Machine Learning, Natural Language Processing (NLP), Image Recognition, and advances in other data science streams
- [UNSILO](#) provides artificial intelligence tools and solutions for publishers to grow new business opportunities and improve customer experience and publishing workflows
- [R](#) provides researchers an ecosystem of products, concepts, and a community that aims to intercept the researcher journey, to accelerate research success and support researcher well being

CACTUS was honored to be ranked the Best Company to Work for in India (2017) and ranked #18 in Asia (2018), based on a study on workplace culture conducted by the Great Place to Work Institute®. We also emerged as one of the top 10 safe places to work according to the 2019 survey on Safe Places to Work, conducted by Rainmaker.

All of these elements together have supported the growth of CACTUS to become a strong and stable industry leader.

## A quality-driven organization

**We promise** our clients **excellence, expertise, responsiveness, and confidentiality** in all our services. To keep this promise, we work with a high-quality talent pool of **experienced native-language expert** translators and editors. Additionally, in order to ensure that the translation assignments are worked on by best resources, we subcontract some translation services to external service providers.

To ensure that only the best resources work on the assignments, all subcontractor candidates are **required to meet or exceed stringent qualification criteria**. Also, when selecting a linguist for the project, the following conditions are strictly adhered to:

- **Fluency** in the target language
- Demonstrated **expertise in the subject area**
- Stringent **educational qualifications**

Additionally, each translated document is further reviewed for accuracy by a bilingual checker, and edited and reviewed by native-English, subject-matter experts to create a highly polished document. It is due to our **quality-centric business model**, where all deliverables go through an **in-house review processes**, that we assure 100% satisfaction for all our clients.

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PROPOSAL FOR

[REDACTED]



## Response to [REDACTED] 2019

Organization's business profile and quality guarantees

September 2020

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# CACTUS<sup>®</sup>

## Services for Virtual Events

Break through the confines  
of time and travel

The world of scholarly research is powered by ideas, inventions, innovations, and discoveries. But these ideas and discoveries **need to be shared** with the right audience in a **timely manner**.

Cactus Communications (CACTUS) can **support virtual events** so that scholarly discussions, knowledge sharing, and networking continue to be just as **effortless and effective online**.

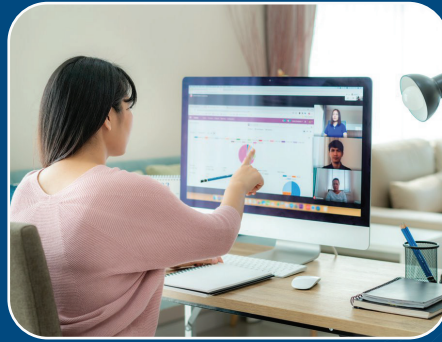
CACTUS is a global communications and technology company that aims to **be the voice of science, spread research** through innovation in technology, help the scientific community **reach a global audience**, and create a **meaningful impact** on everyday life.

# Types of Virtual Events



## Webinars

- ▶ Live or pre-recorded sessions
- ▶ Can include multiple presenters
- ▶ Highly engaging and interactive



## Conferences

- ▶ Live or pre-recorded sessions
- ▶ Keynote speakers
- ▶ Paper presentations and panel discussions



## Round Tables

- ▶ Live streaming
- ▶ Group discussions and debates
- ▶ Specific topics

# Why Go Virtual?



## Richer sharing

Smaller businesses with limited budgets can also join the event and offer their own unique insights



## Attract high-demand-KOLs

Make it possible for busy industry experts to participate via a quick video call or pre-recorded presentation



## Best value for money

Save on paying for the venue, on-hand staff, catering, security, travel, and much more



## Scalability

Host a large number of people at a fraction of the cost



## Monetize the event

Event recordings can be created into a product used as a revenue stream and a lead generation tool, even years after the initial live event



## Participate in the larger good

Reduce carbon footprint without compromising on the quality of interactions

# Services

## Conference strategy and planning

- Recommending an optimal format for the event
- Determining the agenda and the frequency/duration of sessions
- Suggestions on monetizing the event

## Pre-conference support

- Planning, logistics, and managing registrations
- Access to an advanced platform
  - Customized URL for the event
  - Integrations with third party apps such as Hubspot, Calendly, Unbounce, Zapier, etc.
  - Concurrent sessions
  - Personal meeting rooms and private chats for easy networking
  - Hassle-free ticket selling
- Platform demo and tutorials
- Project management
- Poster creation (on demand)

## Live conference support

- Hosting the conference on the platform
- CACTUS resource on stand-by for support
- Engaging attendees through live polls, Q&A, and desired calls to action
- Event recording
- Other recommended services: Conference videography
  - Editing and trimming videos to create polished presentation for pre-recorded and live-recorded sessions

## Post-conference support

- Transcription of videos/audios
- Translation of video transcripts
- Subtitling
- Editorial enrichment and metadata capture
- Feedback collection
- Chat window transcripts (unedited)
- Media ingestion on monetization platforms

## Customized event website

- Designing a desktop and mobile interactive website
- Building an agenda
- Setting up meetings with sponsors and attendees
- Creating event wait lists
- Hosting virtual sponsor booths and chat rooms
- Hosting networking sessions for attendees
- Tracking event performance through analytics and reporting





# Case Study

Client: Society Street

## Project:

Society Street's 2020 event

## Execution:

- ✔ Expedited the strategic planning to execute the event within a short timespan of a week
- ✔ Hosted and managed the virtual event with 25+ presenters and 1,100+ registered participants
- ✔ Recorded the event and uploaded it online for continued engagement

Visit [this link](#) to view the Society Street 2020 conference recordings.



Client: Yonsei University

## Project:

Webinar series on academic publishing for the university students

## Execution:

- ✔ Created the registration page and organized the registration for all 4 sessions
- ✔ Conducted demonstrations of the platform and dry runs of the event to ensure a smooth user experience
- ✔ Hosted and managed the webinars with 920+ registered participants
- ✔ Recorded the event sessions and created a comprehensive course for the university students for continued learning even post-event



## Why Choose CACTUS

18+ years' experience in conducting virtual events



Skilled team of experts who are experienced in logistics, planning, and execution



In-house translation, transcription, and subtitling capabilities



Partnership with Cadmore Media to provide high-quality video recording and streaming



To know more about how we can help you move your events online, contact Rachelle Rego at [racheller@cactusglobal.com](mailto:racheller@cactusglobal.com).



[www.impact.science](http://www.impact.science)



[www.editage.com](http://www.editage.com)



[www.pub-sure.com](http://www.pub-sure.com)



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