



V-Lab

Vistra's Virtual Workshop

The Vistra Virtual Workshop (aka: V-Lab) is an online virtual workshop that enables geographically dispersed participants to share perspectives, categorize ideas, prioritize issues, collaborate, and co-create solutions. Relevant stakeholders provide perspective and answers. The participants you want involved provide answers. Vistra synthesizes the data in real-time and delivers a transcript within 24 hours.

Organizations can identify and process key themes, tactics, and recommendations from large groups of participants. It's the ideal tool for quickly generating a large amount of feedback from stakeholder audiences and quickly categorizing and prioritizing that feedback to apply in the real world.

V-Lab allows organizations to quickly and effectively:

- Gain awareness of, and attitudes towards, a government program, its products, or its services
- Identify areas of opportunity for improvement in program management, communications, and more
- Develop and test messaging effectiveness and tactics with target audiences to maximize ROI
- Develop crisis communications strategies through collaboration and prioritization
- Engage participants in real-time with probing questions to elicit further insights

To learn more about the V-Lab and how it can help your federal agency, please call or email Michael Hillegass, Managing Director, at 202-617-6594 or MichaelH@ConsultVistra.com

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