

Case study

Federation of European Biochemical Societies (FEBS), Wiley and Zapnito

Building an expert network: connecting life scientists



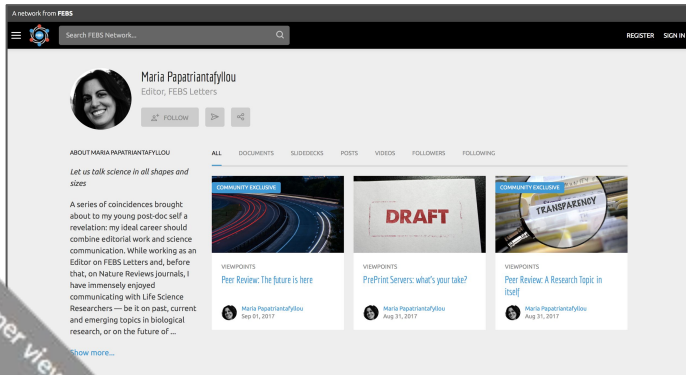
Case study

Life scientists, better connected

The FEBS Network is an online forum for the molecular life science community, for learning, inspiration, support and connections. It is run by the Federation of European Biochemical Societies (FEBS) in partnership with Wiley and hosted using Zapnito's Knowledge Networks platform.

The highlights

- Provides new services to scientists in the molecular and cellular life sciences
- Brings together members of FEBS' constituent societies to strengthen the FEBS community
- Enables networking and collaboration in a relevant space, with experts in their field



WILEY

The challenge

While traditional avenues for expertise-sharing such as events and journals were hugely valued by FEBS' members, the organisation felt they could do more to facilitate knowledge and advice sharing, networking and collaboration through a permanent digital offering.

The solution

The FEBS Network enables the growth of a community of interconnected molecular life scientists, at all stages of their careers. It features commissioned expert content on topics of prime importance to FEBS members - career progression, teaching molecular science and undertaking research - supported by contributions on the same topics from FEBS members. Tools for discussion and engagement enable users to interact with the content and make new connections, including within private rooms for niche sectors of the audience.

The benefit

Contributors can raise their profile (and even influence their Altmetric scores) through the contribution of expertise. All users can communicate directly with contributors to receive authoritative insights from a trusted source, improving their work, enhancing their careers or improving their teaching techniques. Relationships forged via FEBS journals and events are enhanced, leading to 'real-world' collaboration.

Case study

Innovation for deeper member engagement



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The highlights

- Increased audience understanding, through both enhanced user data and direct engagement
- Rapid innovation, to be seen as adapting to members' changing needs
- Supporting core journal and event activities to strengthen the core business



The challenge

FEBS' strength lies in its ability to connect molecular and cellular life scientists from across Europe, but having such a disparate membership and operating as an umbrella organisation is not without its challenges. Understanding members' needs, driving engagement directly with the organisation and providing a consistent user experience were all challenges, as was continuing to deliver value to an increasingly digitally-savvy audience. Resource limitations meant FEBS needed a solution to these challenges that was easy to implement.

The solution

The FEBS Network uses Zapnito's out-of-the-box technology for the creation of expert networks to enable the society to quickly innovate in order to meet changing user needs. The Network gives FEBS a new destination to which to attract its audience, for direct engagement and therefore deeper understanding (especially through improved user data).

The benefit

The Network enables FEBS to demonstrate its commitment to serve its audience through an innovative offering, not only increasing engagement from current members but also attracting new members. Network activities will directly support FEBS' ongoing journal and event activities, and FEBS will be able to develop more direct touchpoints with the community it serves.

Case study

Partnership & innovation wins society business

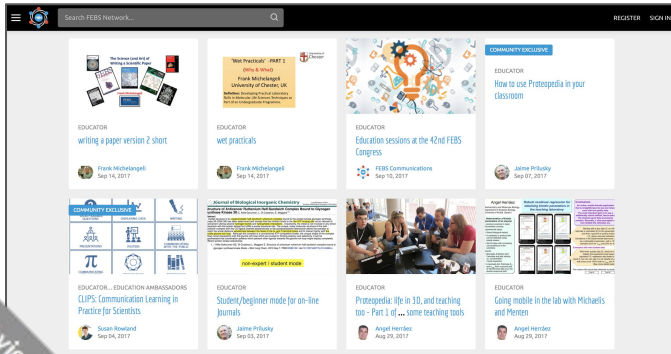


WILEY

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The highlights

- Positions Wiley as flexible and innovative partner able to meet FEBS' specific needs
- Provides new potential for a lasting relationship, through a Network that can adapt to meet changing needs
- Strengthens both the publisher-society relationship and the relationship with society members



The challenge

When FEBS was looking for a new home to its journals, it also wanted to find a true partner to help the organisation innovate and better serve its members, specifically through a new digital offering. Wiley needed a tried-and tested solution to meet these needs - without significant resource implications - to facilitate a long-term partnership with the society.

The solution

Wiley undertook extensive user-, market-, and vendor-research to define a solution and find a tool that would enable FEBS to easily innovate and better serve its members. The Zapnito platform was identified as the best solution. Crucially, it enabled Wiley to partner with FEBS to launch the Network without the need for increased resource, due in large part to Zapnito's expertise in the STM space which meant it too could act as a partner to Wiley's new customer.

The benefit

Together FEBS and Wiley have developed a new and unique way to engage directly with the FEBS membership, strengthening both their relationship and their relationship with FEBS members. Wiley have impressed FEBS with a new way of solving common problems and shown themselves to be a flexible and innovative partner. The long-term potential for the Network - which can continue to adapt based on members' changing needs - helps Wiley secure FEBS' business.

Useful links

FEBS Network:

<https://network.febs.org>

Find out more at:

www.zapnito.com

