

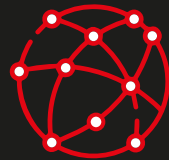
Delivery of a practice-changing virtual conference with long-lasting engagement

Kerry Acheson^a, Danielle Russell^b, Karen Atkinson^a, Katherine Kibble^a and Safer Mughal^b

^aPrime Global, Knutsford, UK, ^bPrime Global, London, UK

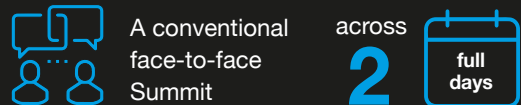
Objectives

- The brief: a multidisciplinary educational meeting to discuss how to improve patient outcomes in airways diseases, through a personalised model of care
- Key objectives were to facilitate scientific exchange, and to increase global recognition and adoption of the therapeutic approach
- An international Scientific Committee of 15 respiratory experts were integral to the meeting planning and faculty



The way we were

The initial plans included:



A global transformation

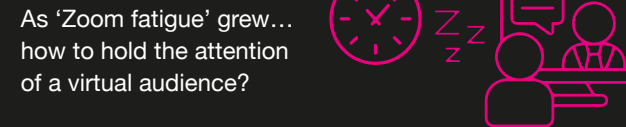
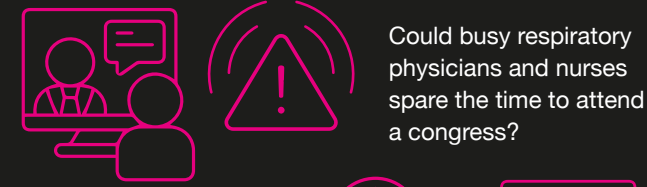
As the COVID-19 pandemic shook the medical community, the impact was felt globally, and the Scientific Committee were actively involved in local responses



The response

In the rapidly changing environment, we re-imagined the meeting in a virtual format

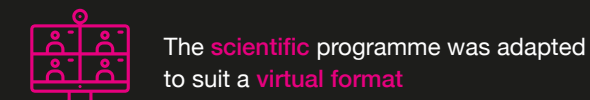
This posed challenges:



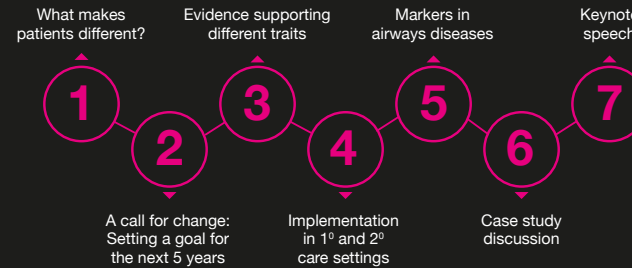
Going virtual created new opportunities:



A diverse audience of **multidisciplinary healthcare professionals** and **patient advocates** were nominated according to their scientific interests, and endorsed by the Scientific Committee



Delegates received recommendations for role-based **individualised learning journeys**



The new schedule spanned **4 half days**

A **pre-, peri- and post-event programme** was designed to maintain the momentum of conversation beyond the live event days

Pre-event content included both **'snackable'** micro-content and **deeper-dive** media

Varied formats accommodated different learning styles



A **multichannel communications plan** helped to drive engagement with the pre-event materials

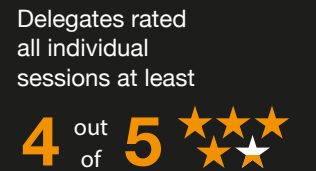
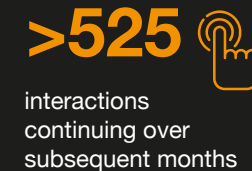
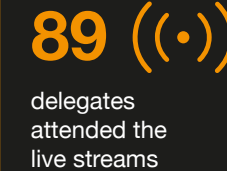
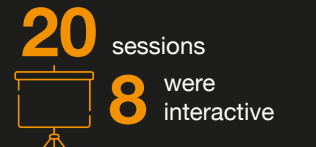
The main event featured interactive workshops, lectures, case studies and panel discussions

A discussion board, Q&A, and polling encouraged **scientific exchange**

To maximise accessibility and participation, recordings of every live session were made **available to watch on demand**

Effective and continued engagement

The meeting design encouraged audience participation long before and after the live event itself



The adoption of learnings into clinical practice was evaluated by a post-event survey

Participants stated they intended to carry the learnings forward into their clinical approach:

“ I will have a more aware approach to the pathologies treated, which will be translated into a better patient management ”

“ I now change some of my advice towards patient treatment ”

Key learnings and future plans

- The virtual format and on-demand content enabled wide participation, and flexibility to suit delegates' schedules and time zones
- Pre-event materials, coupled with a communication plan, enabled early and continued engagement
- Success was demonstrated by ongoing engagement and polled opinion change
- Diverse, bitesize content and interaction helped to attract a digitally fatigued audience
- This was our client's first virtual standalone scientific congress; a sequel in 2022 will build on this success

Watch the video abstract



Disclosures

All authors are employees of Prime Global, a medical communications agency