

# Virtualizing Events

## *...in a COVID-19 world and beyond*



>> NOW SPEAKING: **Robert Johnston, Moderator**

Business Development Director, US, Impetus Digital

# Introductions



**Robert Johnston**

Moderator

Business Development  
Director, US

Impetus Digital



**Jessica Masciangelo**

Presenter

Global Business  
Development Director

Impetus Digital



**Natalie Yeadon**

Presenter

CEO and Co-Founder  
Impetus Digital



**Tim Mikhelashvili**

Presenter

Director, MSL  
UroGen Pharma



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## Disclaimer

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# Housekeeping

### Questions for Presenters:

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### Evaluations:

The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

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This webinar and PowerPoint, as with all previous ones, will be available on-demand next week in the Content Hub for MAPS members.



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# Webinar Agenda

<b>Welcome and Introduction</b>	<b>5 min.</b>
Pre-Conference Planning	10 min.
Virtual Conference Experience	15 min.
Post-Conference Engagement and Metrics	10 min.
Open Q&A	15 min.
Closing thoughts	5 min.
Close	



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# Webinar Objectives

**At the end of today's webinar, participants will have a better understanding of:**

- The need to shift focus from in-office work/in-person meetings to virtual encounters and conferences as a result of the Covid19 pandemic
- Key components of pre-meeting planning, the virtual experience during the meeting, and metrics to track the success of the event
- Best practices for virtualizing large events with healthcare stakeholders through engagement and education before, during, and after the event
- Opportunities and challenges of virtual events from the perspectives of meeting attendees, meeting sponsors, and organizers

# Pre-Conference Planning

Jessica Masciangelo



>> NOW SPEAKING: **Jessica Masciangelo, Presenter**

Global Business Development Director, Impetus Digital

# Polling Question 1



How do you prefer to plan internal or external virtual conferences?



Self-Service model



Professionally managed



It depends





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Global Business Development Director, Impetus Digital

# The 2020 Shift to Virtual

**IN-PERSON CONFERENCES**

>>>

**VIRTUAL CONFERENCES**

SHARED GOALS

TO EDUCATE

TO ENGAGE

**FORMAT  
QUALITY  
ACCESS**

CONVENTIONAL EXPERIENCE

**LOW VARIABILITY**

THE 2020 EXPERIENCE

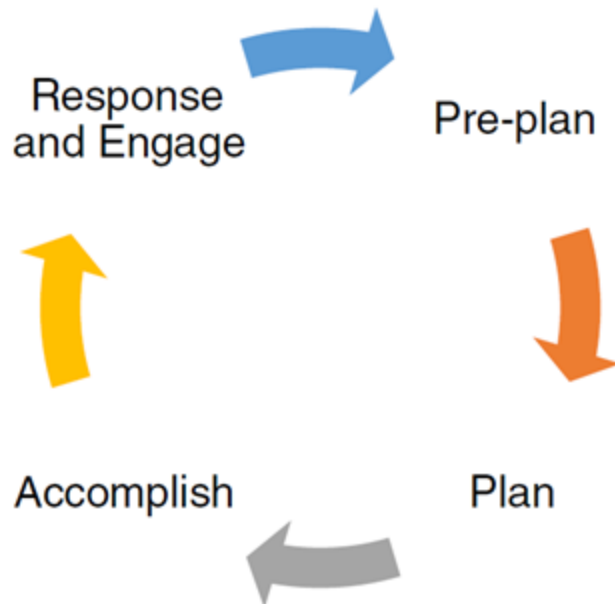
**HIGH VARIABILITY**



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Global Business Development Director, Impetus Digital

# Define a Plan and Format



<u>Meeting Type</u>	<u>Definition</u>
<b>Conventional meeting</b>	Face-to-face conference, additional remote presentations, live broadcasting
<b>Full virtual</b>	Remote participation with no brick-and-mortar or conventionally planned events
<b>Hybrid meeting</b>	A part of a conventional conference, remote participation via same virtual content
<b>Asynchronous meeting</b>	An on-demand forum of discussion and interaction spread over time

**“Failing to Prepare is Preparing to Fail.”**

— Benjamin Franklin



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Global Business Development Director, Impetus Digital

# Pre-Planning: Vision for Success

- Define the Foundation and Audience
- Form Organizing Committee early
  - Appoint Accessibility Chair
  - Assign roles to reflect meeting stakeholders
- Focus on Three Goals

1. PERSONALIZE FORMAT

2. ENHANCE QUALITY OF  
ENGAGEMENT & EDUCATION

3. SIMPLIFY ACCESS



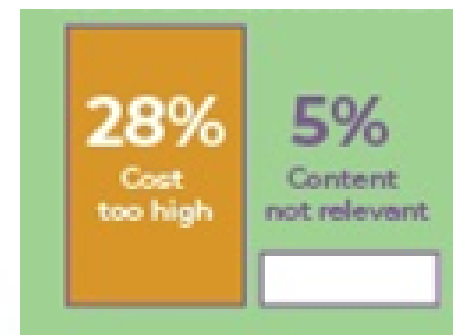
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Global Business Development Director, Impetus Digital

# Driving Meeting Registration

- Social Media
- Email
- Website
- Thirds-party databases
- Programmatic Advertising
- Partners (Channels)
- Sales

Why did you not participate?



Cerenzia W, Salinas G. CEOutcomes.com [https://b58b8e9d-4192-4e17-bac8-0ba858512746.filesusr.com/ugd/f559ac\\_ef85cd26dcfe4753b3de18abce2c4e3a.pdf](https://b58b8e9d-4192-4e17-bac8-0ba858512746.filesusr.com/ugd/f559ac_ef85cd26dcfe4753b3de18abce2c4e3a.pdf)



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Global Business Development Director, Impetus Digital

# Planning Components and Success Factors

REGISTRATION

should be *individualized* to ensure *targeted, detailed, secure* data exchange

SCHEDULING

*duration* and *density* should mimic live meeting, *time zone plan, breaks*



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## SESSIONTYPE

bias towards **dialogue > broadcast, small group live breakouts, moderator + host, asynchronous & synchronous**, intended OR **random networking time**

## ATTENDEES

post-meeting **deliverables, norms, consent, privacy, tech tips** listed **early**

## SPEAKERS

prepare robust **support kit, consent**, access to **high quality software**, prepare **presentation template** for **meeting branding**, opt for **best expertise**

## TECHNOLOGY

bias for **synchronous video, multiple A/V tests & dry runs, scale support** per # of attendees, **live assistance** + support documents



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TECHNOLOGY	bias for <b>synchronous video, multiple A/V tests &amp; dry runs, scale support</b> per # of attendees, <b>live assistance</b> + support documents
COSTS	incentives for <b>early registration, lower \$ vs live</b> , virtual <b>honoraria discounts</b>
MARKETING	create <b>branded meeting community, easy access</b> for <b>speakers/attendees</b> to market meeting, <b>frequent, diverse, targeted</b> marketing alerts / campaigns



>> NOW SPEAKING: Jessica Masciangelo, Presenter

Global Business Development Director, Impetus Digital

# THE OPPORTUNITY OF VIRTUAL PLANNED WELL!

# CONCURRENT FEATURES/SESSIONS

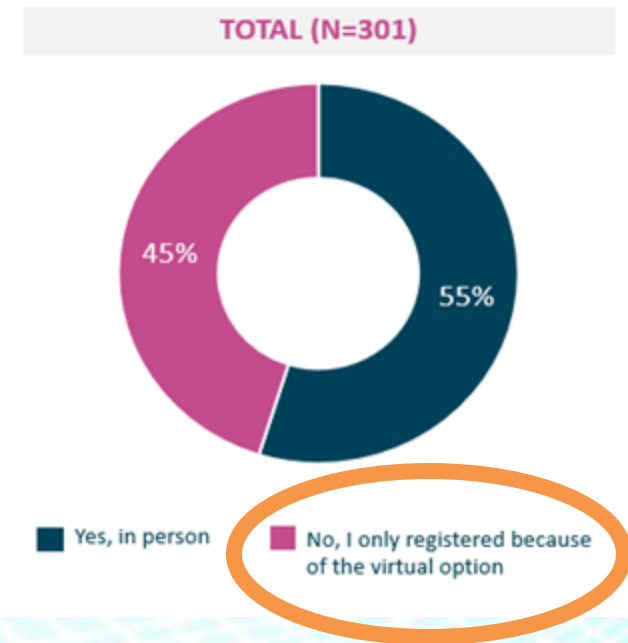


ATTENTION SPAN

...BUT

Question: Were you registered to attend this congress in person, before the switch to virtual?

Base: n=301





# The Experience During a Virtual Scientific Conference

Natalie Yeadon



>> NOW SPEAKING: **Natalie Yeadon, Presenter**

CEO and Co-Founder, Impetus Digital

## Polling Question 2



Which single factor will improve the Virtual Scientific Conference Engagement and Education in the future?

- Meeting moderation
- Audio/video
- Registration Cost
- Live Small Group Interaction Time
- Access to Meeting Materials
- Awareness & Marketing



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CEO and Co-Founder, Impetus Digital

# Shift to Virtual Conferences: Real World Scenarios

## Attendees

- Attendee attempts to meet presenter after Q&A for an introduction between sessions
- Attendee needs to catch 2 concurrent presentations live in different unrelated locations
- Global Expert Presenter has multiple concurrent poster presentations

## Company Sponsors

- Commercial representative receives an unsolicited off-label question from an HCP @ “exhibitor hall”

## Third-party Organizers

- Design new criteria to attend, speak at, or sponsor a global meeting that is now virtual



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CEO and Co-Founder, Impetus Digital

# Attendance by Type of Session

Where HCPs spent their time at virtual congresses

**Question:** What types of virtual sessions did you attend?

Base: n=301

88%

Oral presentations

45%

Industry  
Symposia

41%

Posters

25%

Networking/socialising  
with colleagues  
(virtually)

20%

Exhibition booth  
(Commercial)

18%

Exhibition booth  
(Medical)



## >> NOW SPEAKING: Natalie Yeadon, Presenter

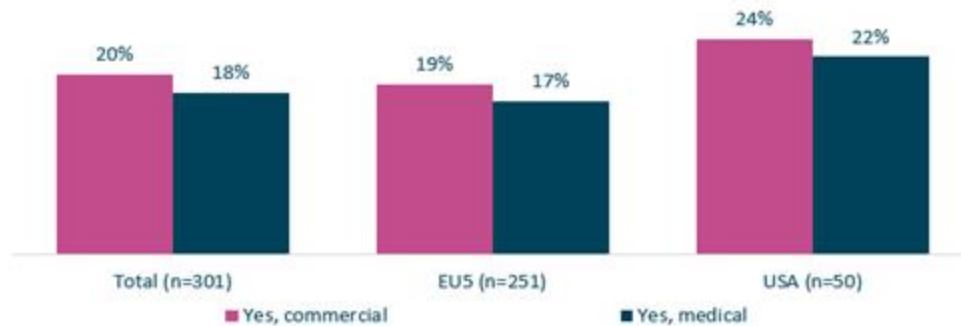
CEO and Co-Founder, Impetus Digital

# Exhibition Hall

- Less than 1 in 4 attendees attended Exhibition Hall

**Question:** Thinking about the virtual exhibition hall...Did you visit the medical or commercial exhibition hall?

Base: n=301 (question rebased on the total sample, was asked to n=75 in survey)



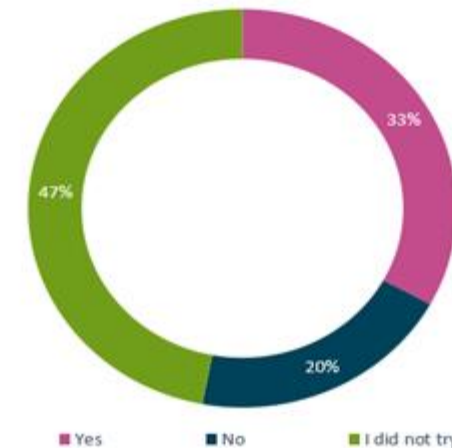
Base: n=75 (Those who attended exhibition booths)

- Of those who attended, almost 50% of them did not contact company / MSL

### Exhibit hall

**Question:** Were you able to connect with a company representative / MSL when visiting the company booth?

Base: n=75 (those who attendee virtual exhibit hall)





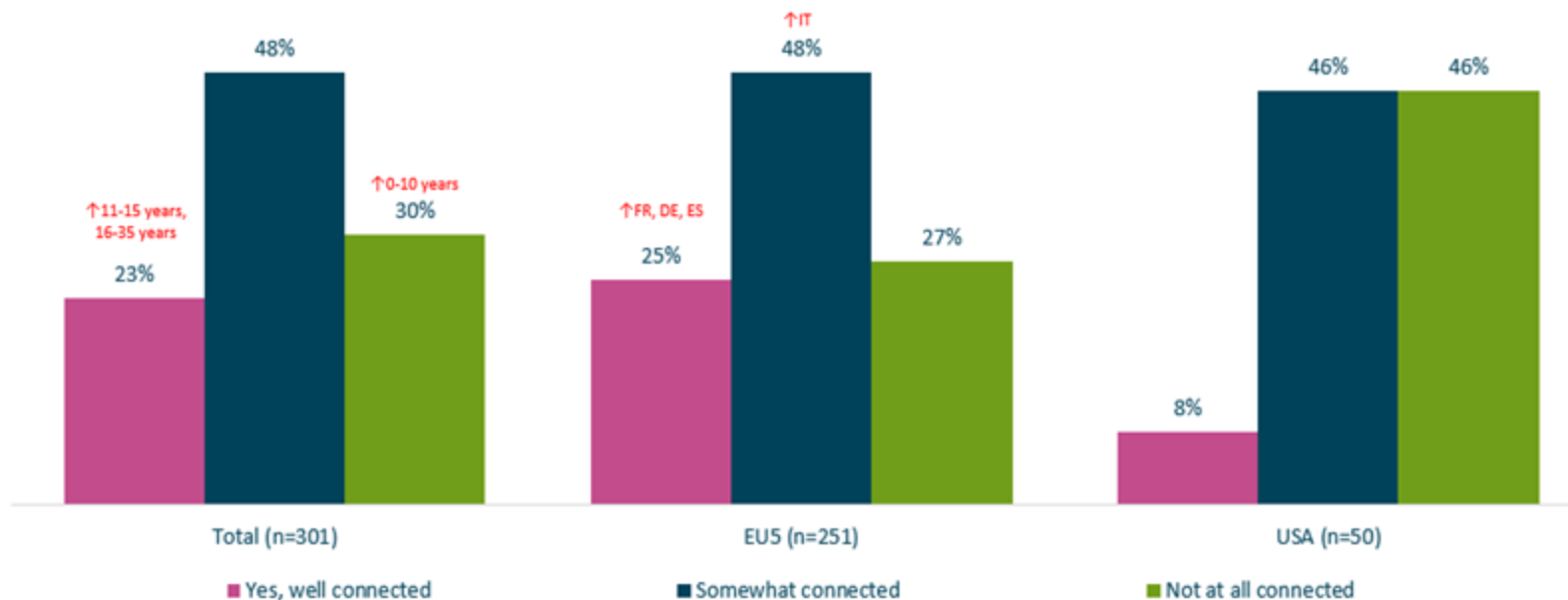
# >> NOW SPEAKING: Natalie Yeadon, Presenter

CEO and Co-Founder, Impetus Digital

## Virtual Engagement with HCP peers

**Question:** How connected do you feel after you have attended virtual congresses to... to HCPs and peers?

Base: n=301



Key: red font denotes significant differences between subgroups



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CEO and Co-Founder, Impetus Digital

## AREAS STILL UNDEREXPLORED

- Live-Streaming
- Hands-on Virtual Training Capabilities
- Patient Advocacy Participation
- Virtual Meeting Apps
- Exhibitor Area Awareness & Timing
- Virtual “Swag Bags” or Perks





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CEO and Co-Founder, Impetus Digital

# PROS and CONS of VIRTUAL CONFERENCES

	PROS	CONS	RECOMMENDATIONS*
ATTENDEES	<ul style="list-style-type: none"><li>• CONVENIENCE</li><li>• ASYNCHRONOUS ON-DEMAND CONTENT</li><li>• COST-EFFECTIVENESS</li></ul>	<ul style="list-style-type: none"><li>• DISTRACTIONS</li><li>• CAREER DEVELOPMENT</li><li>• SOCIAL NETWORKING</li></ul>	<ul style="list-style-type: none"><li>• Look @ camera vs. screen</li><li>• Dedicate time and quiet place</li><li>• Use notes, appointments, downloads, other features</li></ul>

\*More details available in supplementary materials provided: 1) Top 10 Tips to Increase Virtual Conference Engagement, 2) Planning Tips; 3) ProPAPF Checklist by Rubinger, et al.





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SPONSORS	<ul style="list-style-type: none"><li>• TRAVEL EXPENSES</li><li>• TIME EFFICIENCY</li><li>• SCALED, LONGER EXPOSURE</li></ul>	<ul style="list-style-type: none"><li>• EXHIBITOR HALL "TRAFFIC"</li><li>• PROMOTIONAL OPPORTUNITY</li><li>• CUSTOMER FACING EXPERIENCE</li></ul>	<ul style="list-style-type: none"><li>• Review and assign coverage</li><li>• Engage online community</li><li>• Schedule business meetings and takeaways @ company booth</li></ul>

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ORGANIZERS	<ul style="list-style-type: none"> <li>• ATTENDANCE GROWTH POTENTIAL</li> <li>• VOICE &amp; BELONGING TO COMMUNITY</li> <li>• CONTINUITY, DATA LIFE CYCLE</li> </ul>	<ul style="list-style-type: none"> <li>• REAL-TIME ENGAGEMENT</li> <li>• AUDIO &amp; TECHNICAL ISSUES</li> <li>• SPONSORSHIP VALUE vs. COSTS</li> </ul>	<ul style="list-style-type: none"> <li>• Invite Input, Polls in All Sessions</li> <li>• Short Videos, Breaks &amp; Breakouts</li> <li>• Multiple speakers / session</li> <li>• Create Games, Leaderboards</li> <li>• Make networking interest-specific</li> </ul>

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# LONG-TERM SHIFT TO HYBRID - LIVE/VIRTUAL?

## Preferred attendance format

Question: Thinking ahead, which of the following statements best describes how you attend congresses in the future?

Base: n=301



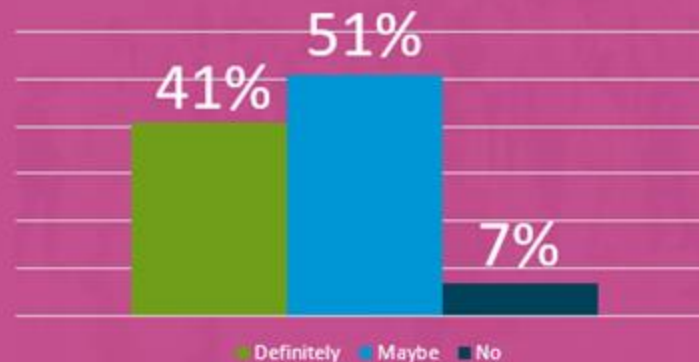
**48%**  
Prefer to attend live

**38%**  
Would like a choice

## Attending new virtual congresses

Question: Will you attend certain congresses if they are offered virtually that you would not normally consider attending in person?

Base: n=301



**92%**  
Would consider attending more

# The Metrics of Virtual Scientific Conferences

Tim Mikhelashvili



>> NOW SPEAKING: **Tim Mikhelashvili**

Director, MSL, UroGen Pharma

## Polling Question 3



What do you most frequently change as a result of metrics you collect after virtual conferences?



Time  
Schedule



Density  
of Topics



Educational  
Format



Engagement  
Format /  
Networking



Speakers /  
Meeting  
Materials



Registration /  
Sponsorship  
package



>> NOW SPEAKING: **Tim Mikhelashvili**

Director, MSL, UroGen Pharma

# The Case for Continuing Education & Assessment

*Teaching without testing is like cooking without tasting or writing without reading –Ian Lang<sup>1</sup>*

*If every Doctor is also a Teacher, then every Doctor needs to be an Examiner –Paul McCoubrie<sup>1</sup>*

The longer physicians are in practice, the higher they may be at risk for providing lower-quality care<sup>2</sup>



1. McCoubrie P. Metrics in medical education. Ulster Med J. 2010 May;79(2):52-6.

2. Choudhry NK, Fletcher RH, Soumerai SB. Systematic review: the relationship between clinical experience and quality of health care. Ann Intern Med. 2005 Feb 15;142(4):260-73.

3. ISMP Newsletter, September 2020. <https://ismpp-newsletter.com/2020/09/09/a-new-dawn-in-medical-education-applying-adult-learning-principles-to-virtual-delivery/>



>> NOW SPEAKING: **Tim Mikhelashvili**

Director, MSL, UroGen Pharma

# Aligning Objectives to Activities and Assessments

## STANDARD METRICS

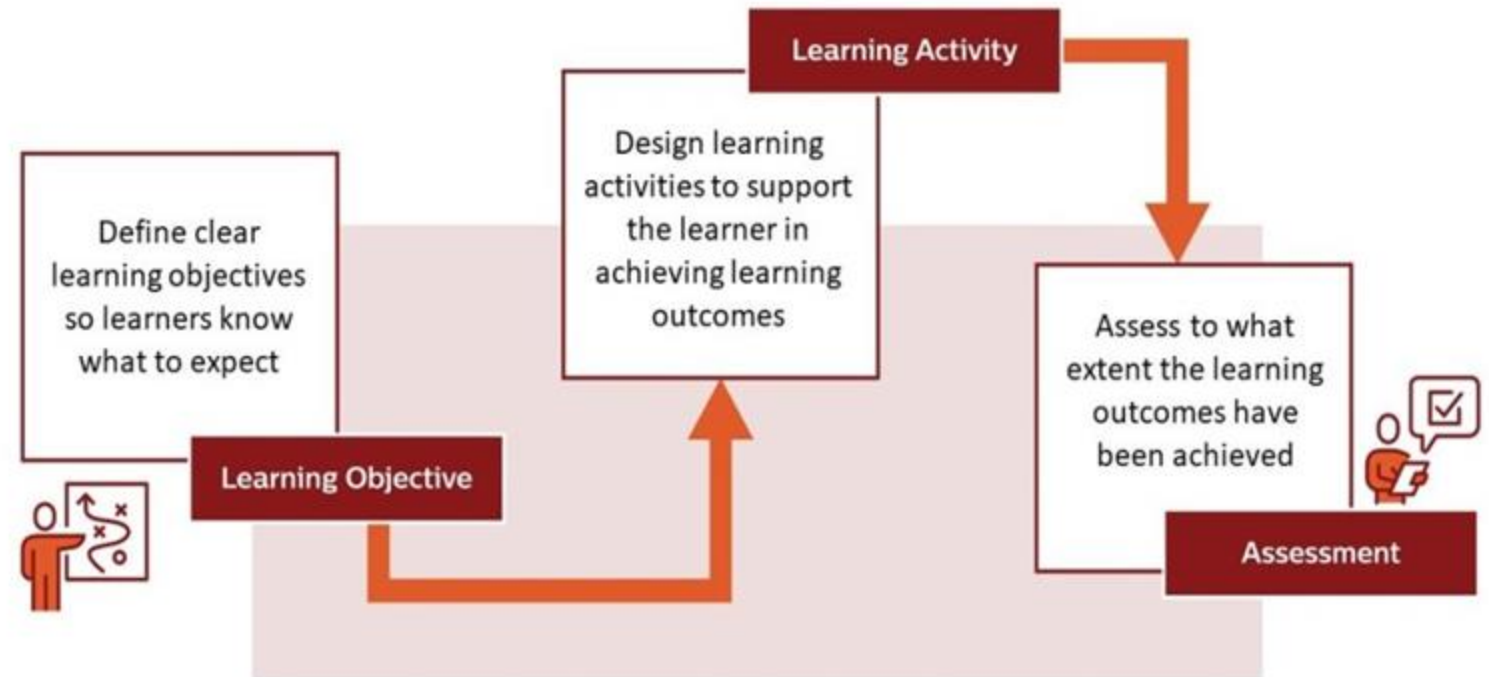
Attendance

Views

Active Participation

Knowledge Retention

Behavior Change





>> NOW SPEAKING: **Tim Mikhelashvili**

Director, MSL, UroGen Pharma

# Educational Format and Relevance to Learning

Is the metric definition relevant to the variable being measured? **VALIDITY**

Is the metric being assessed regularly and frequently? **RELIABILITY - PREDICTS FUTURE BEHAVIOR**

Does the metric demonstrate change in behavior? **GROWTH**

Assessment	Reliability	Validity	Feasibility	Acceptability	Educational effect
Multiple choice question	+++++	+	+++++	+	Makes trainees revise from written sources
Complex written (i.e. short notes)	++++	++	++++	++	Written sources are favoured but with less emphasis on facts
Oral exam	++	++	++	+++	Trainees rehearse oral skills
Practical skill simulation	+++	++	+++	++	Encourages trainees to practice on models
OSCE or short case	++	+++	++	+++	Mixed effect; skills are rehearsed but can lack context
Long case	++	+++	++	+++	Trainees rehearse total performance
Workplace-based assessment	++	++++	++	++++	Focuses attention on clinical performance
Video assessment	++	+++++	+	+++	Trainees rehearse being recorded
<i>In-cognito</i> simulated patients	++	+++++	+	+++++	Revision emphasizes communication skills



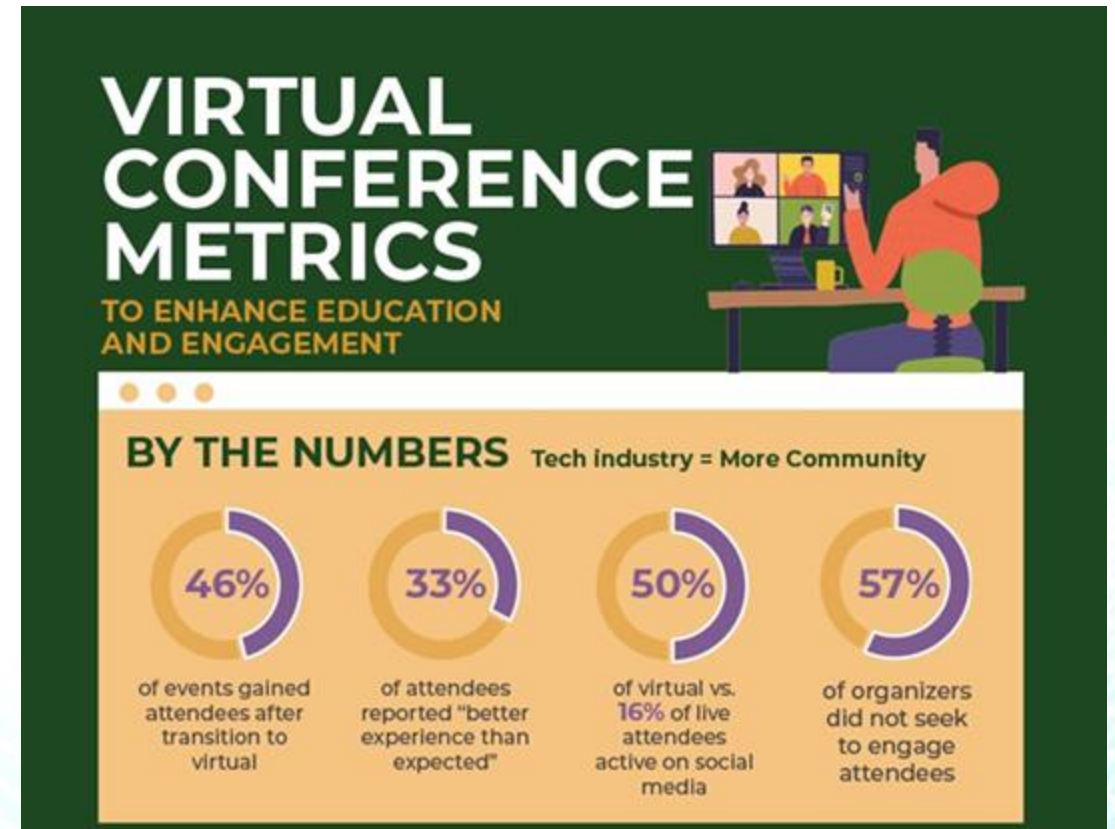


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Director, MSL, UroGen Pharma

# Virtual Conference Benchmarks across Industries

- Many meetings gained attendees
- Tech industry created branded online communities
- 57% did not seek engagement
- Virtual attendees ↑ active on Social



What Virtual Meetings Still Miss. International Data Corporation (IDC). July 2020.  
[https://blogs.idc.com/2020/07/06/what-virtual-conferences-still-miss/?utm\\_medium=idc-tagged&utm\\_source=idcweb-press&utm\\_campaign=us-idc-virtualevents-bp-1313&utm\\_content=prus46662220&utm\\_idc=idp-prus46662220-idcus](https://blogs.idc.com/2020/07/06/what-virtual-conferences-still-miss/?utm_medium=idc-tagged&utm_source=idcweb-press&utm_campaign=us-idc-virtualevents-bp-1313&utm_content=prus46662220&utm_idc=idp-prus46662220-idcus)

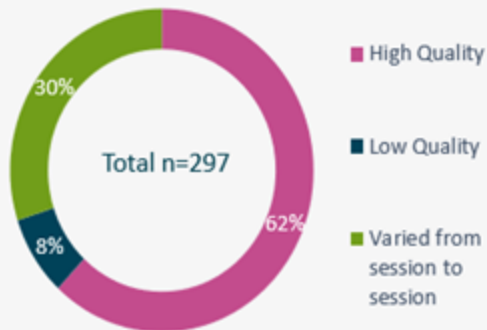


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## Number, Quality, and Duration of Interactions

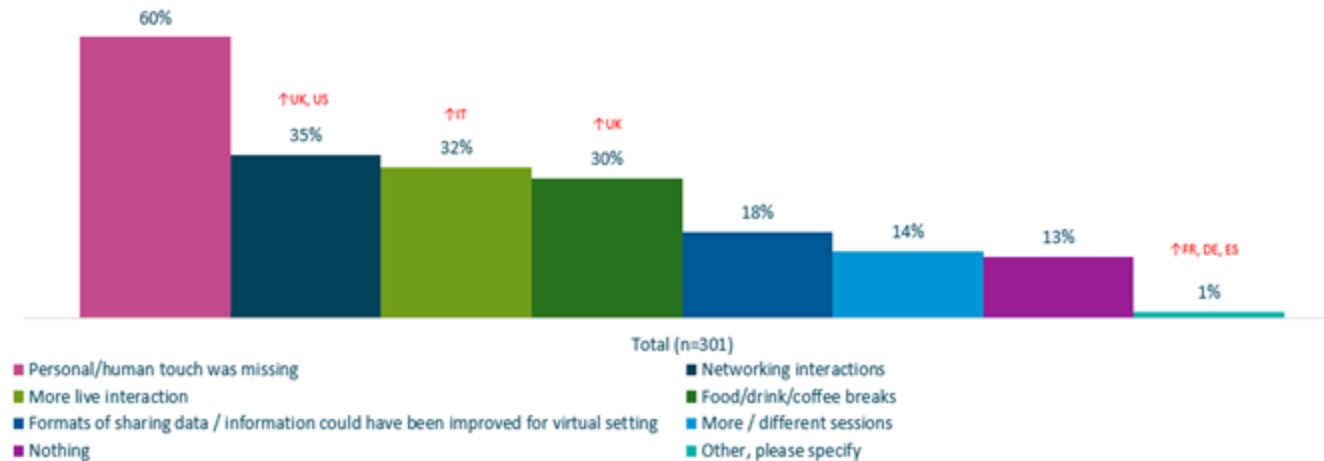
**Presentation sessions:** 62% of respondents felt that the viewing experience was of high quality throughout



### Virtual challenges

**Question:** What did you feel was missing, or the congress could have included to add more value?

Base: n=301



Key: red font denotes significant differences between subgroups



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# Metrics: Three Key Variables and Perspectives

## FORMAT

### ATTENDEES

- Real-time and On-Demand **Access** to Interest-specific **Resources & Peers**
- Practical Post-Meeting Takeaways
- In-meeting or exhibitor polls, knowledge assessments



## ACCESS

### SPONSORS

- **Number & Source** of targeted interactions
- **Number & Names** of Targeted views, visits to exhibitor booth
- **Duration** of interactions and data exposure
- **Quality** of Interactions
- Leads > **Collaborations**



## QUALITY

### ORGANIZERS

- **Simple, concise** survey data of **satisfaction + behavior change**
- Continuous use of branded online communities
- Budget Reconciliation
- New Collaborations
- **Timely** and **transparent** metrics distribution





>> NOW SPEAKING: **Tim Mikhelashvili**

Director, MSL, UroGen Pharma

## Final Thoughts

- Move beyond avatars - simplify access and engagement
- Individualize content and experience
- Create **Conversations** not Broadcasts
- Make joy and excitement a priority!



# Thank you!

# Supplemental Slides

# Top 10 Tips to Increase Engagement

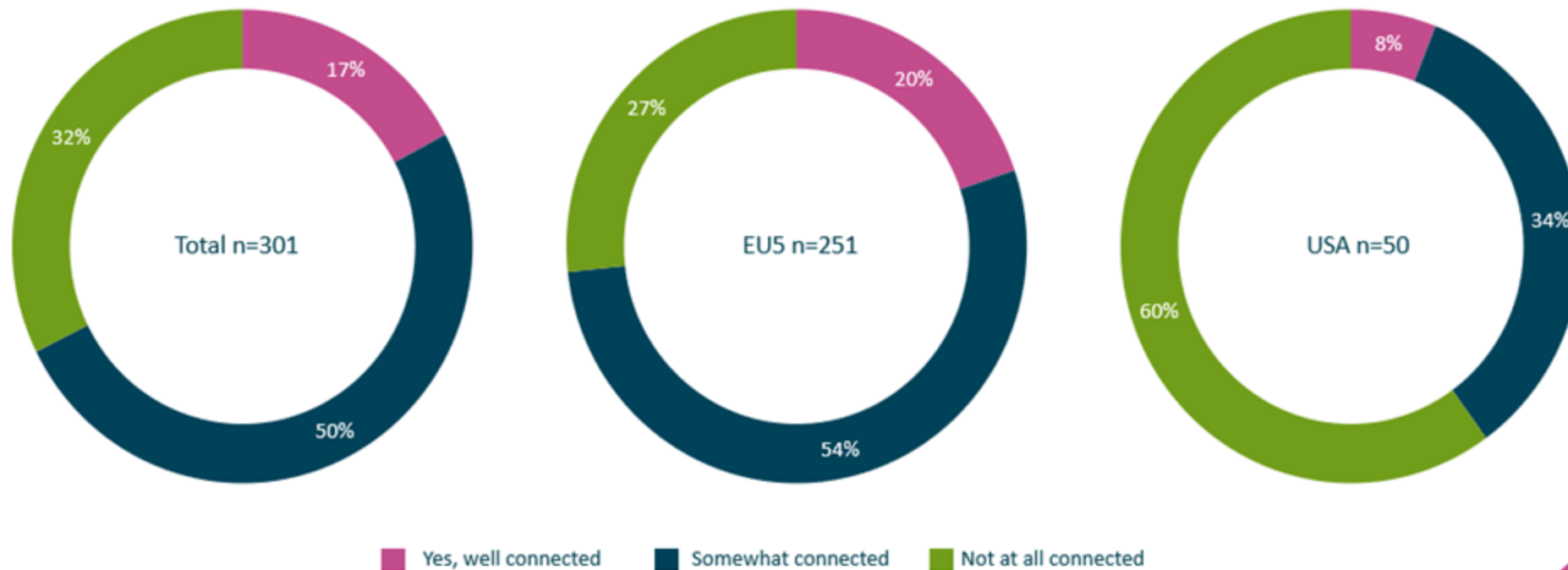
- Create more **LIVE events**, interactive **videos** vs. slides
- Feature more **real-time interaction** in *Poster sessions*
- Limit to **short presentations**
- **Invite input** in ALL EVENT Types - **games, introductions, polls**
- Permit **deeper dive** into data via **breakouts of limited size**
- Organize events by **skill** and **experience level**, not only topic
- Build buzz, **excitement**, and **community**
- **Moderate** and **host every session**
- Use **multiple speakers** per session
- Allocate time to **breaks**, sponsor and peer networking

# Virtual Engagement with Industry

## Feeling connected

**Question:** How connected do you feel after you have attended virtual congresses to... to Industry?

Base: n=301



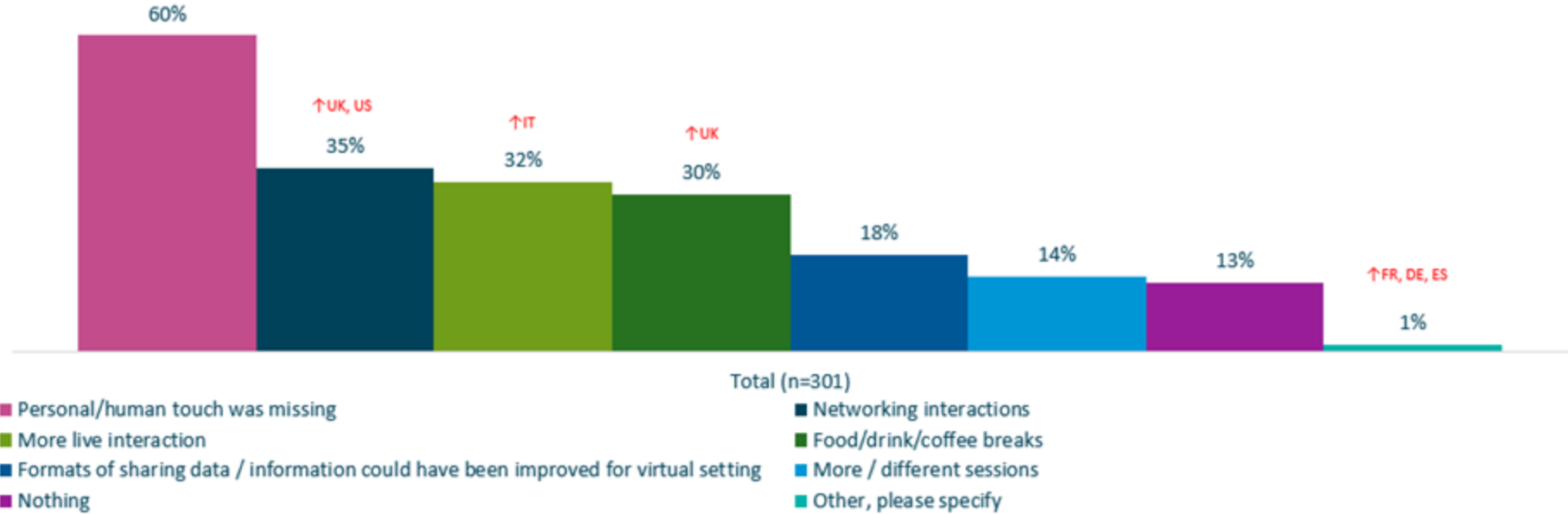


# Virtual Challenges in Medical Conferences

## Virtual challenges

**Question:** What did you feel was missing, or the congress could have included to add more value?

Base: n=301

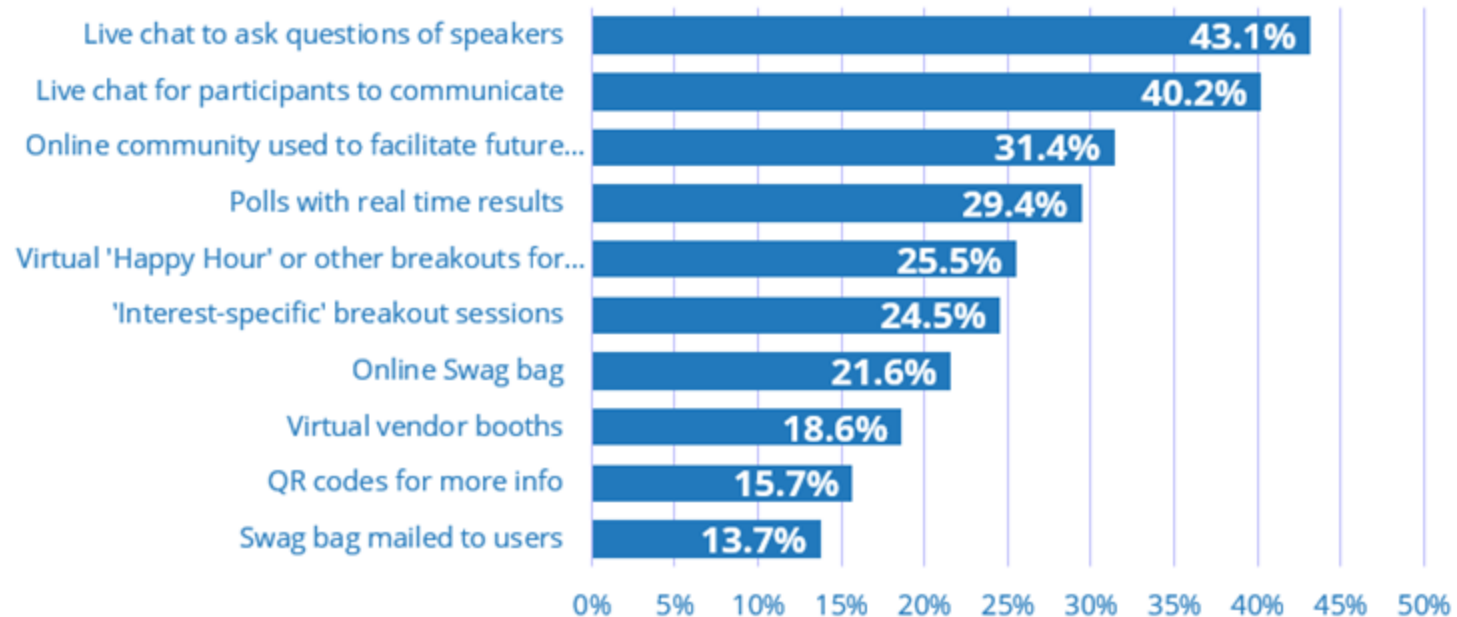


Key: red font denotes significant differences between subgroups

# Virtual Conference Engagement across Industries

## How did your event engage users?

### Virtual Conference Engagement Methods



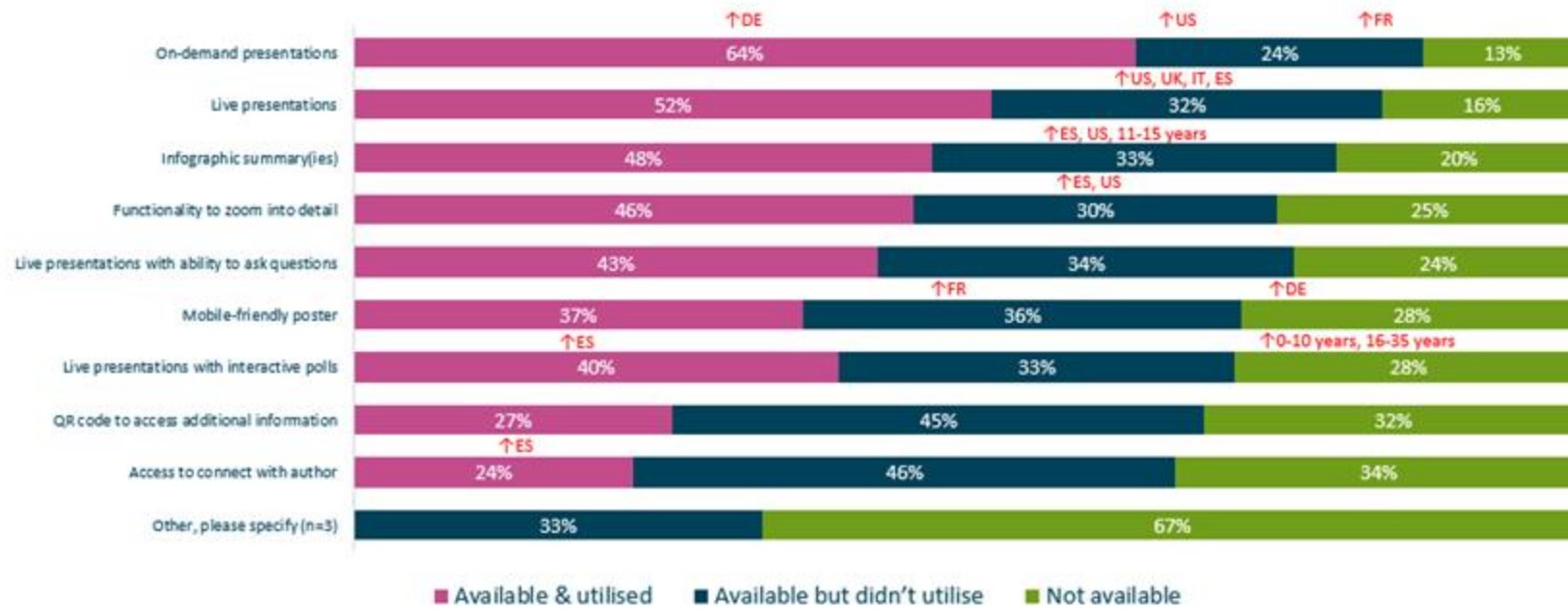
Source: IDC Virtual Events Study, May 2020  
n=102

# Various Methods of Engagement with Posters

**Posters:** The most available and engaged with interactivity for posters was on-demand presentations

**Question:** What interactivity was available for posters? What options did you engage with/utilise?

Base: n=123 (respondents who attended a poster session)



**41%**  
of respondents viewed posters

Key: red font denotes significant differences between subgroups

# Future of Metrics in Medical Education

## ENGAGE AND EDUCATE in 2021 and Beyond!

### NEW EDUCATIONAL FORMATS and ASSESSMENTS

- Virtual Reality Education
- Sentiment Analysis

### NEW THERAPEUTIC CATEGORIES

- Digital Therapeutics / Telehealth
- Genomic Profiling

### NEW DATA SOURCES

- Advanced Analytics / Data Scientists
- Direct Patient feedback / Social Listening

