

Welcome!

Back to the future: reimagining scientific congresses

Presenters



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- The following faculty and planning members do disclose financial relationships – Karen King, Sonja Rohner & Jane Sneddon
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Educational objectives

This session will provide a learning opportunity for our audience by:

- Discussing key learnings from virtual congress experiences (publications, satellite symposia and exhibition booths) over the last 2 years, as well as the new challenges we need to overcome as we move back into a F2F/hybrid congress environment
- To highlight congress options available to share new data quickly
- To educate on innovative solutions for the future of scientific exchange

Polling question

Which statement best reflects your congress experience over the last few years?

1 I have been involved with congress publications

2 I have been involved with satellite symposia

3 I have been involved with exhibition booths

4 All of the above

5 Other

Polling question

What was the biggest learning you took from the last 2 years of virtual congresses (2020/2021)?

1

Slides with video or HTML interactive posters are more engaging than live posters

2

Fewer HCPs viewed virtual materials due to lack of marketing/complex congress website navigation

3

Fewer HCPs could attend the congress as they were not permitted time off by their clinics

4

Less HCP engagement due to lack of functionality on congress website

5

More HCPs were able to view virtual materials versus what would have been expected F2F

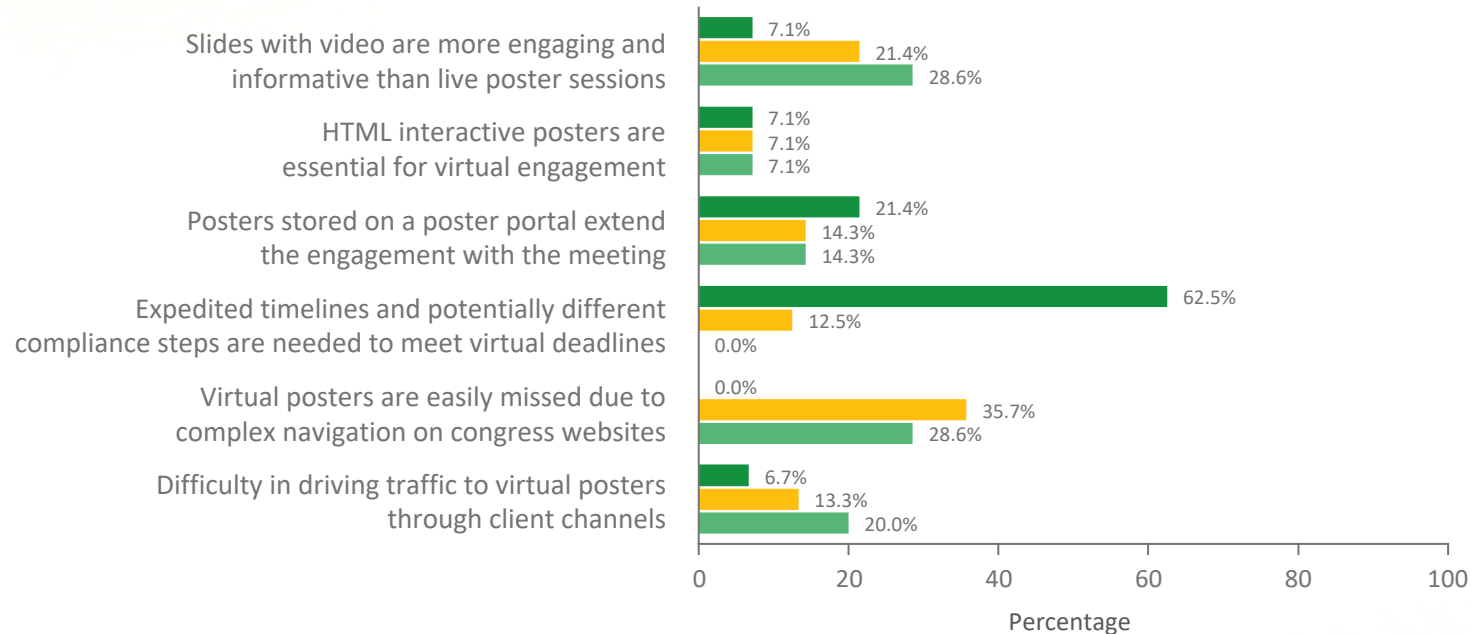
6

HCPs joined virtual symposia but did not stay for the full duration of the symposia

Our biggest learnings – congress publications

1 (most important) to 6 (least important) – top 3 shown below (n=16) from the last 2 years of virtual congresses (2020/2021)

■ Most important ■ Second most important ■ Third importance



“

Additional components required for virtual/hybrid congresses have substantial impact on timelines, budgets and team resourcing

”

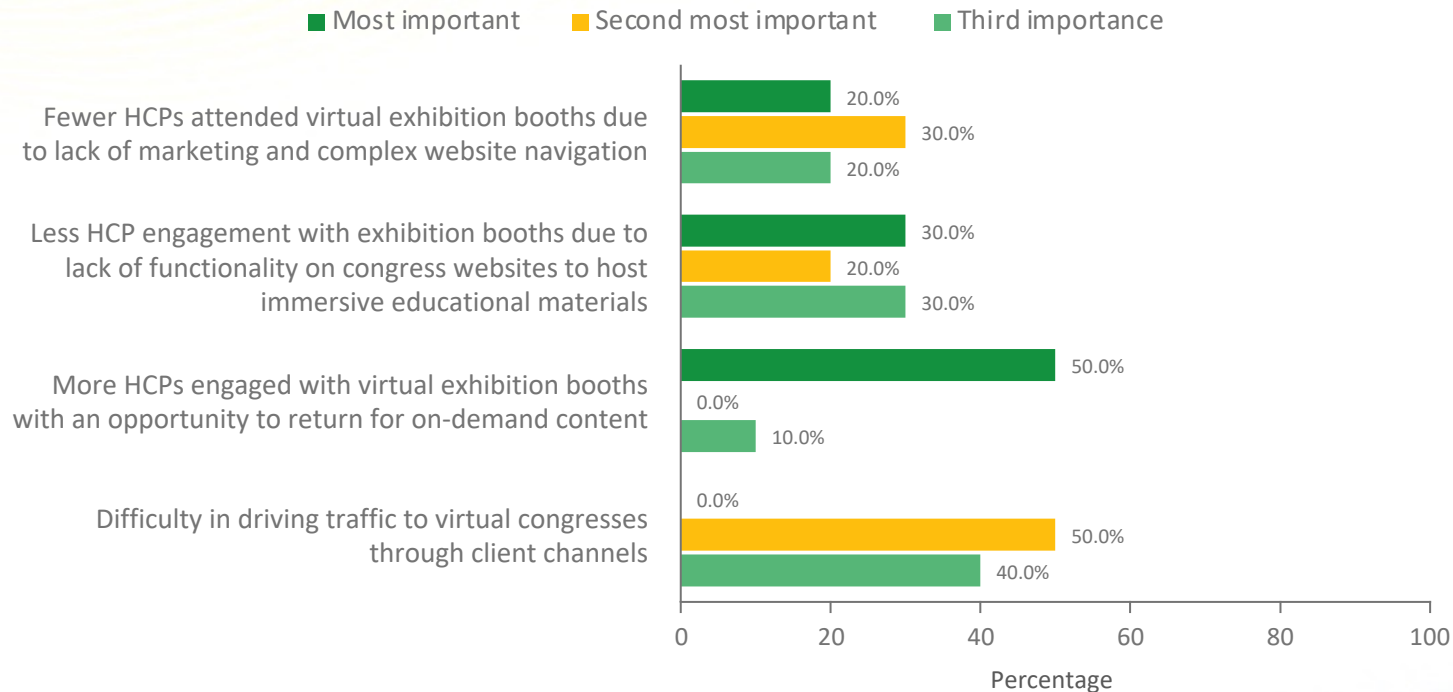
“

Need to engage with author(s) early to allow time to support with audio and video recording of their poster presentation since most pharma companies require a script is approved by IP Legal

”

Our biggest learnings – exhibition booths

1 (most important) to 6 (least important) – top 3 shown below
(n=10) from the last 2 years of virtual congresses (2020/2021)



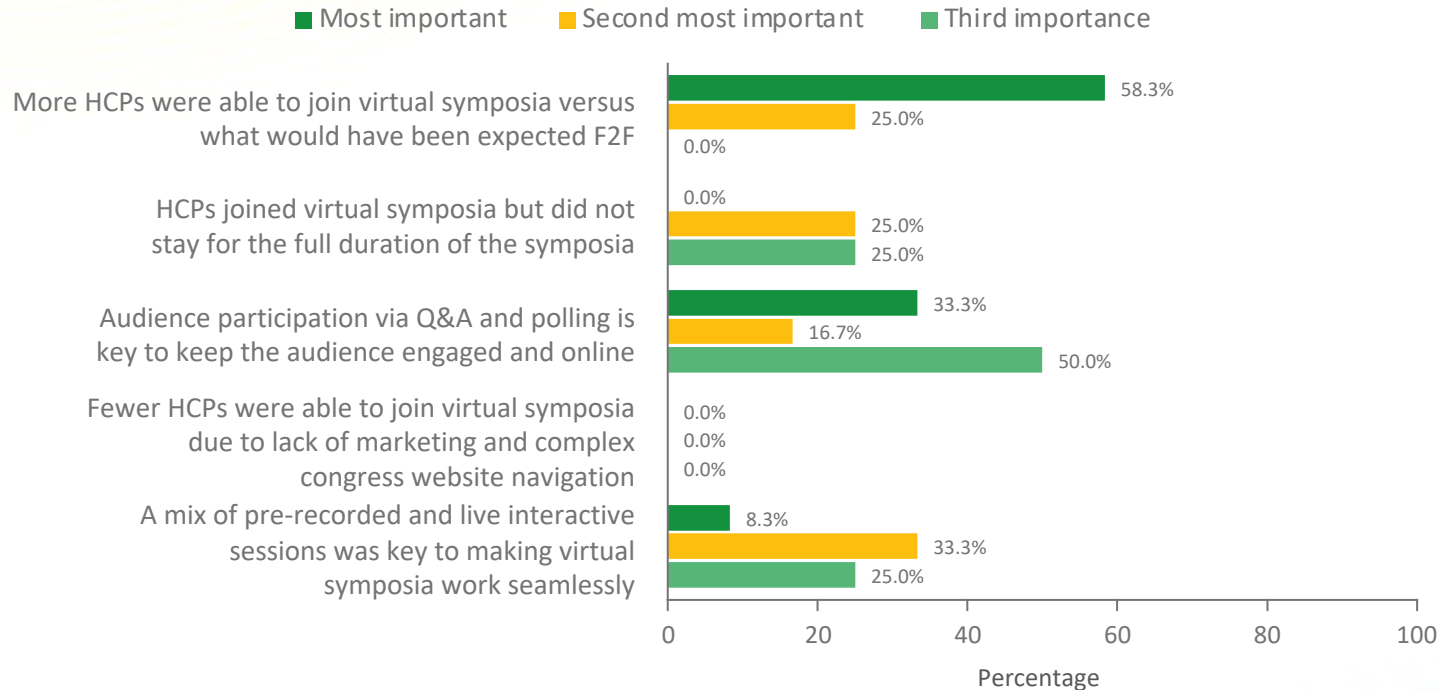
“ Virtual booths allow us to create an evergreen resource. We use it outside of and between congresses and can drive traffic there during important weeks/dates outside of congresses, e.g. heart week, etc ”

“ Social media represents a key opportunity to drive traffic to exhibition booths ”

“ Social media was overly complicated to drive content ”

Our biggest learnings – satellite symposia

1 (most important) to 6 (least important) – top 3 shown below (n=12) from the last 2 years of virtual congresses (2020/2021)



“

Visually impactful slides and shorter presentations

”

“

Selecting well known chair/moderator/speakers in the TA who can engage the audience so attendees want to watch the symposium

”

Our biggest learnings – satellite symposia

Congress symposia – virtual and hybrid

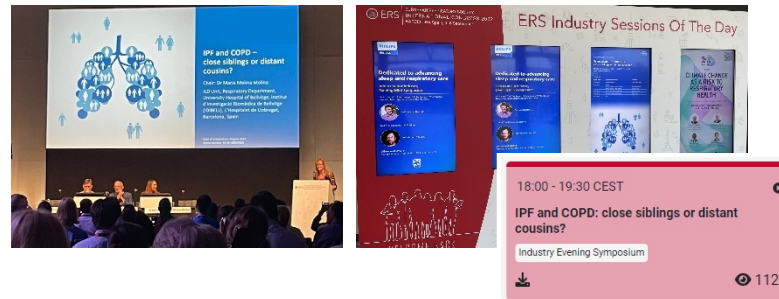
- Driving traffic to pharma content on congress websites can be challenging
- Reliance on congress technology platform and providers
- Virtual engagement is not the same as F2F, but reach can be wider and enduring
- Engagement time is shorter virtually
- Mix of formats, including Q&A with experts, provides opportunity for engagement
- Meaning KPIs can be challenging – delegate feedback is reduced, congress metrics can be limited or misleading

Recommendations

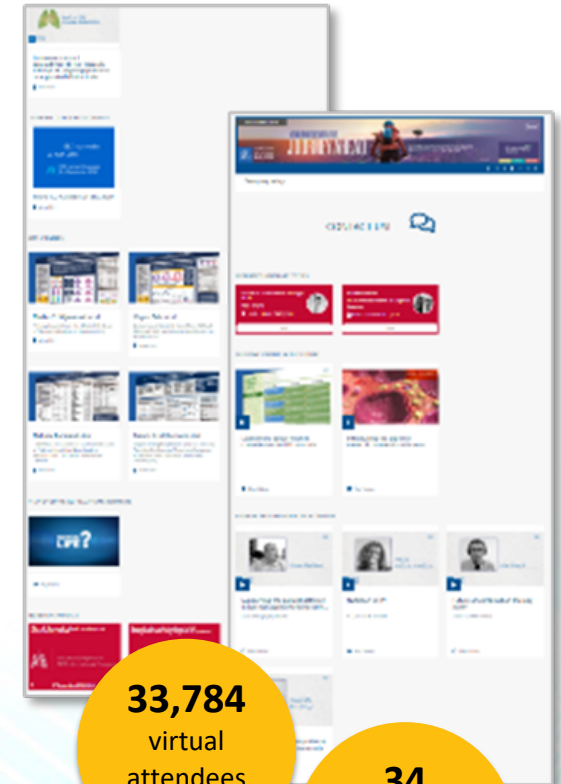
- Speaker preparation is key whether live or hybrid
- Pre-record as much content as possible for virtual meetings & plan live Q&A to engage delegates
- Plan content development and approval stages accordingly
- Establish which compliance rules will apply in the virtual setting
- Don't assume TAEs are comfortable with technology, plan time for test calls and rehearsals
- Work with a trusted AV vendor on the technology platform
- Contingency planning – different challenges in the virtual to live setting

ERS 2022 – hybrid

- Live meeting attendance +100 in the room
- Over 1100 views of enduring content (higher than other symposia)



ERS 2020 – virtual



'New' offerings from congresses

Publications

Congress 360°
e.g. ASCO
plenary series

Ignite talks –
live-streamed poster
presentations to virtual attendees
e.g. ACR

Symposia

**On-site
satellite
symposia with
live streaming**
e.g. ESMO and
ESMO Asia

**Pre-recorded
satellite
symposia, on-
site projection
and live Q&A**
e.g. ESMO Asia

**Opportunities
to stream
innovation
theatres to
virtual audiences**
e.g. ACR

Exhibition booths & other sessions

**Interactive virtual exhibition
and on-site exhibition**
e.g. ESMO Asia

**Clinical trial
awareness booths**
e.g. ATS

**Presentation stages within
exhibit halls/booths**
e.g. AAN

Guru bars
e.g. ATS

**Exhibiting effectiveness
evaluation**
e.g. ATS

**Consult the expert
sessions**
e.g. EULAR



**Biggest challenges
we need to overcome
as we move back
to F2F/hybrid?**

Innovations which
will make the **most impact**
in the next 3–5 years?

Is the metaverse the future of meetings?

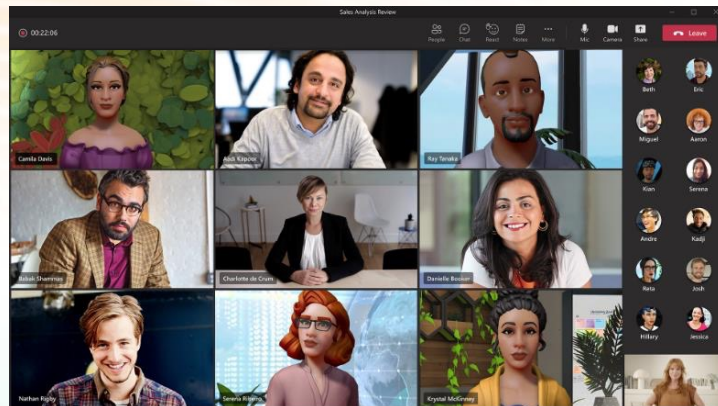
The metaverse enables delegates to enter a virtual experience and engage with other participants in real time and in 3D

Navigate around virtual exhibits, engage in meetings with MSLs and other delegates, enter local zones or enter specialist zones to engage with like-minded delegates

Meta has launched Horizon, its metaverse meeting environment for business

MS has launched AltspaceVR for businesses integrating with Teams; set up regional expert meet-ups for regionalised/localised discussions

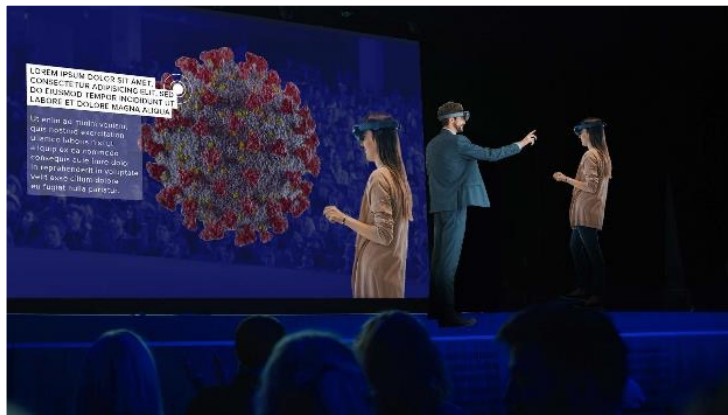
Virtual exhibitions could be developed for the metaverse in the future



Use technology to immerse and engage your audience

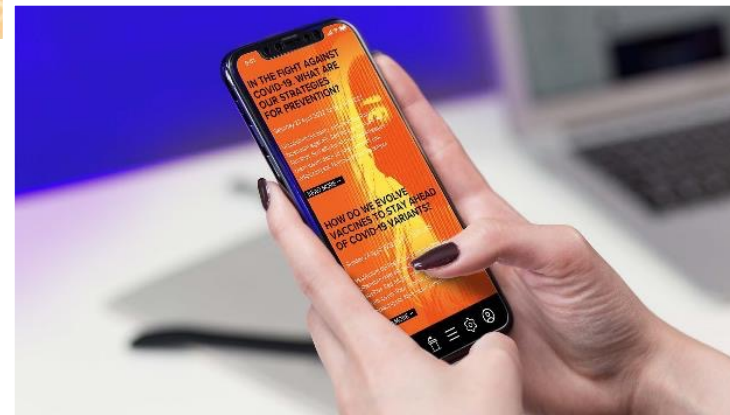
Hololens

Mixed-reality headsets worn by speakers to narrate through 3D content replicated on screen



Smartphone voting

App-based voting to help guide a branch-based symposium agenda



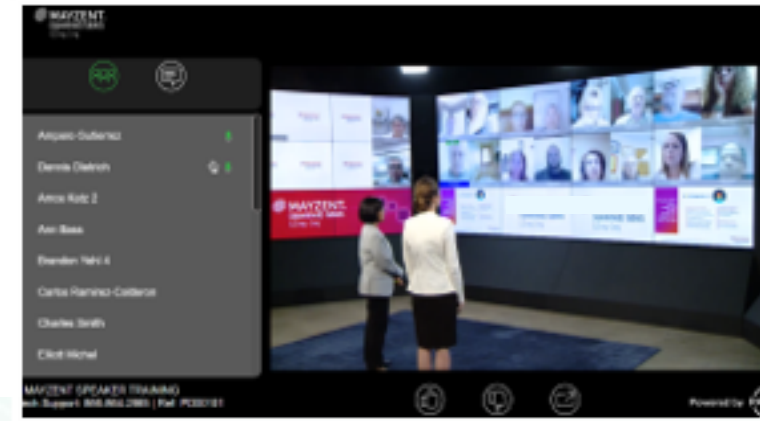
Holopresence

Live holographic projection allows remote speakers and guests to appear alongside presenters



Simulated events

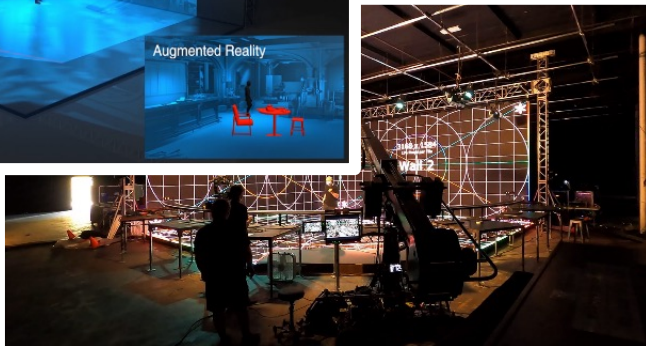
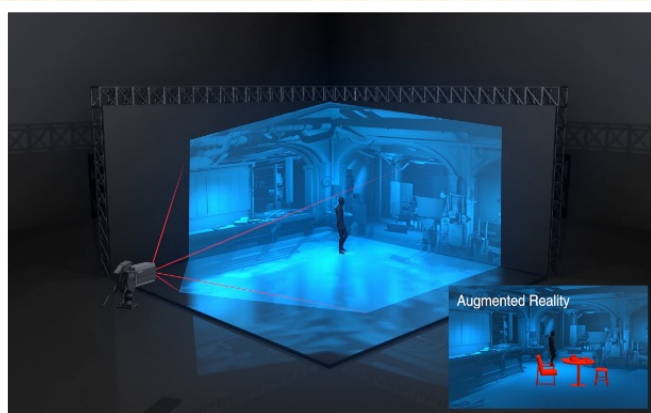
Employing virtual technology to emulate live, interactive engagements



Bring the best speakers to an event using technology

XR stage

Displayed on 4K LED panels, this CG environment tracked our camera's position, allowing it to move freely while the backdrop distorted and changed perspectives correctly relative to the lens

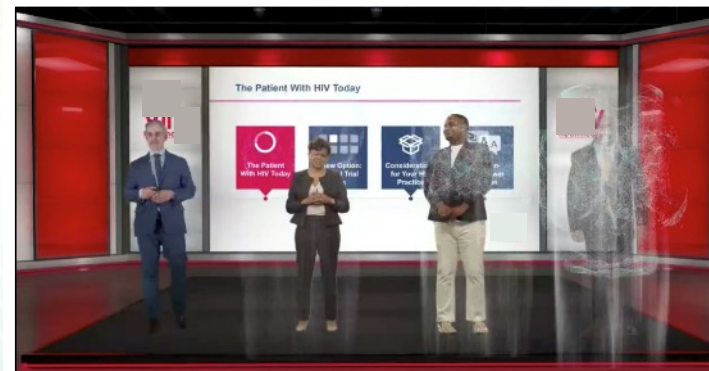


Live holograph shows

Presenters can present from anywhere in the world

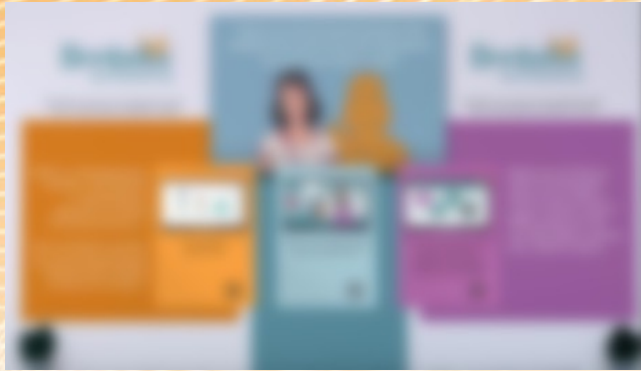
Interact with other presenters as if in the same location

Can execute in a hybrid or virtual environment



Choose the optimal format for your event

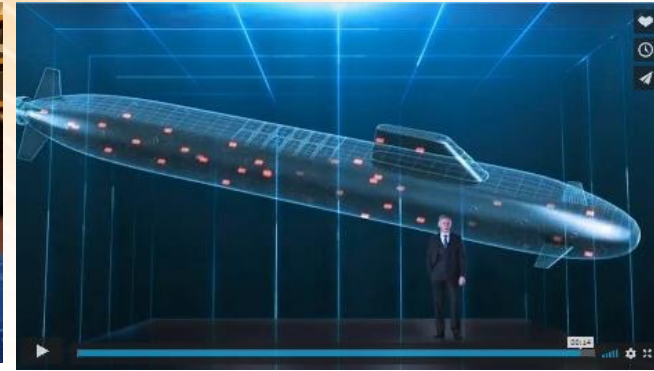
Branch logic presentations



Streamed events



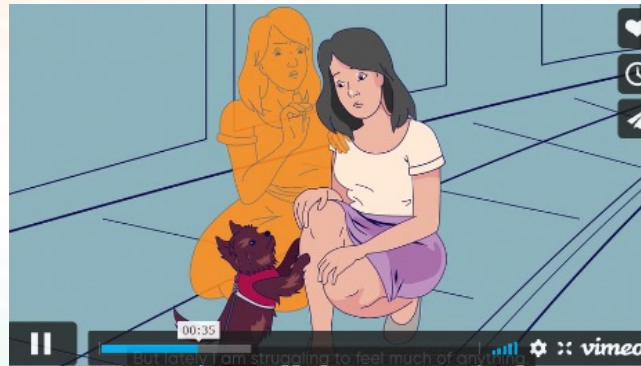
Digital environments



Twitch-like audience contribution



Short videos



AR layers



Poster innovations



HTML, interactive and multimedia components would enhance engagement with congress or separate platform

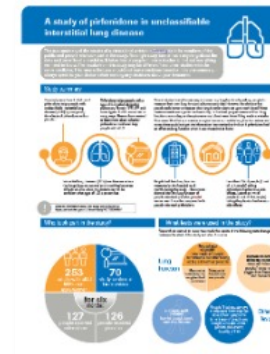
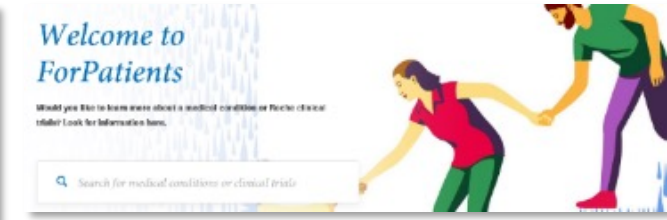
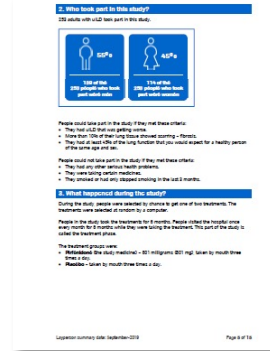
Patient involvement

Plain-language summaries of abstracts
– available on posters

Patient voice fully integrated into satellite symposia

Patient/patient advocate programmes at congresses

TikTok videos • Immersive projection mapping • Patient speakers



ASCO 2023 Patient Advocacy exhibition stand

Polling question

If you were to select one innovation in the congress environment that you think will change the way we do congresses in the next 5 years, what would it be?

1 Congresses moving to sharing novel pivotal data in real time/throughout the year

2 Use of the metaverse

3 Personalised content

4 Use of AR/VR

5 Patient involvement



Medical[™]
Affairs
Professional
Society

FOR Medical Affairs Professionals
BY Medical Affairs Professionals

Audience Q&A

Key takeaways



We wait to see if other congresses will adopt a 360° approach



Content needs to be engaging in person and work virtually



Embracing new technology to allow virtual speakers to 'attend' in person will become the norm



The metaverse is evolving, we need to work out how to optimise its use in the congress setting

Thank you!

**Back to the future:
reimagining scientific congresses**

