



Virtual Symposium

CASE STUDY

 **Beyond**
Communication



THE CHALLENGE

- COVID-19 led to the cancellation of an international paediatric gastroenterology, hepatology and nutrition congress, during which our client had planned an educational symposium to highlight the latest advancements in short bowel syndrome with intestinal failure (SBS-IF)
- Our task was to find an alternative approach to delivering the symposium within just 60 days!



THE SOLUTION

- To re-create the symposium virtually, via a safe and secure online platform



THE PROCESS

1

PHASE 1: PLANNING AND SET-UP

- An existing online platform was reconfigured and rebranded to host the event and deliver a robust scientific programme

2

PHASE 2: CONTENT DEVELOPMENT

- Leading experts in gastroenterology were invited to develop impactful content for a global audience of healthcare professionals
- Questions were developed for a voting system to facilitate audience interaction and engagement during the symposium
- Materials were developed to create a buzz of excitement and attract an audience for the symposium

3

PHASE 3: IMPLEMENTATION

- Attendees were secured for the live symposium through a targeted and multi-channel approach, comprising digital marketing tools and support from Local Operating Companies
- A 2-hour, online symposium was delivered to a global audience

4

PHASE 4: POST-EVENT FOLLOW-UP

- A recording of the live symposium was housed on the platform for future dissemination
- A participant survey was conducted after the symposium to measure its success

THE OUTCOME

REACH



315
participants



40
countries

ENGAGEMENT



Average online time of
over 2 hours



Fully engaged
participants for the entire event

POST-EVENT EVALUATION



≥95%

of participants rated the activity
'excellent' or **'very good'**



99%

of participants would **recommend this type**
of activity to their colleagues

