

# *Transforming from an in-person meeting to a Virtual Experience*

Reaching New Heights in Menopause Care



# NAMS chose Wolters Kluwer's Virtual Meeting Solution platform for their 2020 Virtual Annual Meeting with the theme Reaching New Heights in Menopause Care.

Like so many other medical societies, NAMS was faced with making some difficult decisions about their 2020 Annual Meeting during the early months of the pandemic shutdowns. They considered the options for offering the meeting as a live event, hybrid event, a virtual offering, or cancelling completely. Having worked with Wolters Kluwer for many years on the publication of their journal *Menopause*, and for a few years on producing an OnDemand product as part of their past in-person events, as well as knowing that Wolters

Kluwer had created a platform to provide society partners an effective way to convert in-person meetings to a virtual solution, it was important to include Wolters Kluwer in their RFP process.

After a thorough internal review process, NAMS chose Wolters Kluwer's Virtual Meeting Solution platform for their 2020 Virtual Annual Meeting with the theme Reaching New Heights in Menopause Care.



NAMS wanted to ensure their virtual Annual Meeting provided comprehensive and exciting updates on today's most relevant issues relating to menopause and midlife women's health. Their solution included meeting registration, Plenary Symposia, Special Lectures, Menopause 101 Course, Pre-Meeting Symposium, Oral Abstract Presentations, Product Theater, Virtual Exhibit Hall, Poster Session, and 5 days of Live Q&A sessions with speakers. As part of the tailored solution for NAMS, all Annual Meeting presentations were prerecorded for viewing through OnDemand beginning September 28, 2020, and available for viewing through OnDemand until September 1, 2021.



It was also important to NAMS to make sure their participants were able to engage with each other, the exhibitors/sponsors, and the speakers and presenters. The Wolters Kluwer virtual meeting solution provided ideal engagement functionality enjoyed by attendees and also allowed for promotion of the Annual Meeting through social hashtags (scrolling on the NAMS meeting main page) and prominent positioning of awardees and sponsors.



Another important aspect NAMS wanted to focus on was offering continuing education credits (CME). The CME program includes the Menopause 101 Course: Building the Foundation, which had been a huge success in the past, and the Pre-Meeting Symposium, Menopause Symptom Management in 2020: One Size Doesn't Fit All, focusing on symptom treatment.



NAMS and Wolters Kluwer were both excited to have executed a great virtual experience for all attendees and participants. “... your team was AMAZING to work with. Kudos to them on the time and effort they put in to making our program a success. We were extremely

*“We were extremely pleased by how everything worked, and the fact the site is so user friendly.”*

pleased by how everything worked, and the fact the site is so user friendly. It’s also great that the offering will be available for viewing OnDemand,” said Carolyn Develen, Chief Operating Officer.



*We provide a full-service, end-to-end, customizable solution to delight your virtual meeting attendees.*

[Click here](#) to learn more.