

Virtual Conferences: Top Trends and Opportunities

A Market Research Study sponsored by Wolters Kluwer in the fall of 2020 surveyed 12 medical societies who hosted their annual conferences virtually to identify trends and consistent themes regarding what works and what doesn't for key virtual meeting components including format, attendee engagement, business model, and exhibits.



FUNDAMENTALS OF A VIRTUAL MEETING

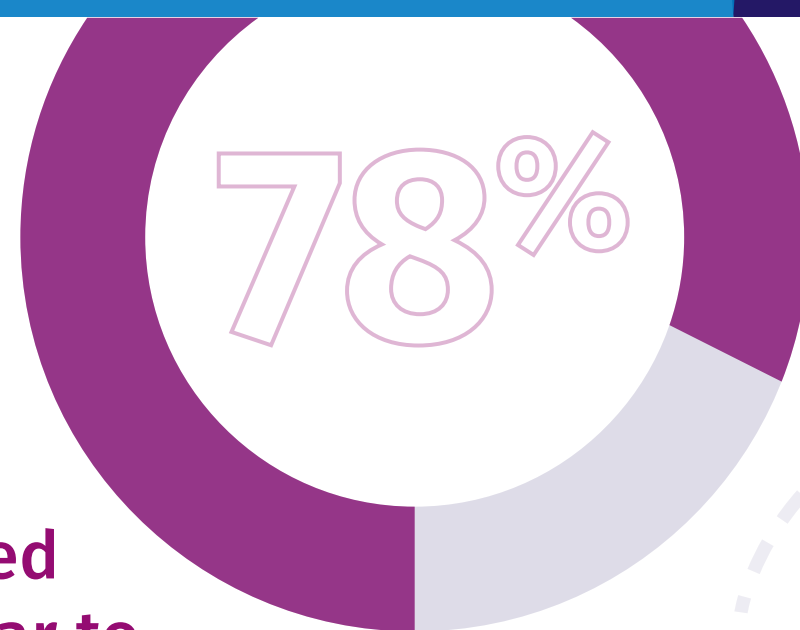
- Content is king
- Live events with pre-recorded content is ideal
- Advertising is an opportunity for additional revenue
- Exhibit halls need to be effective, not fancy

COMMON CHALLENGES

- Short timeframe, no prior experience
- Interactivity, networking, engagement
- Server capacity, technical glitches
- Exhibit traffic and user experience

KEY LEARNINGS

78% of respondents indicated attendance was either similar to or greater than that of in-person meetings



- Most commonly cited success was the ability to reach a broader audience, including those who would not be able to attend an in-person event like international attendees or lower-ranked institutional/lab employees
- Video breakout rooms for Q&A/networking events
- Pre-recorded presentations with live Q&As with presenters were well received by both participants and presenters

TOP AREAS FOR IMPROVEMENT

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- Server capacity/technical capabilities**
- Ensure capability to handle high volume
 - Seamless SSO

Increased attendee engagement
Develop strategies to increase interaction between poster presenters, attendees, exhibitors, speakers

Curated content specifically for the virtual meeting environment
Rather than converting in-person content to virtual platform

Exhibitor services and value
Develop strategies to drive traffic to exhibitors

