

Virtual Medical Conferences

Promoting Your Brand to a Digital Audience

We asked 201 physician specialists in the US about their experiences attending virtual medical conferences in 2020 and their plans for 2021.



The future of medical conferences is virtual

Physicians anticipate engaging in more medical conferences per year as they adopt virtual participation in addition to traditional in-person attendance.

Medical conferences attended in a single year (average, in-person and virtual)



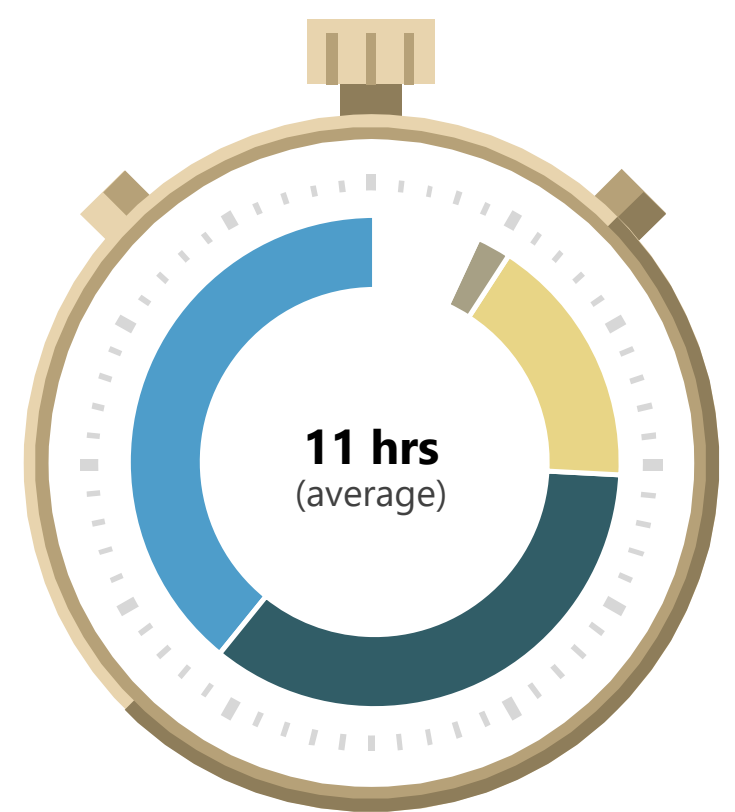
If the spread of the COVID-19 pandemic is controlled, 68% of conference participation will still be virtual

Engaging physicians virtually presents challenges

Specialists average **11 hours** of participation per virtual conference. However...

- Only 35% visited a virtual exhibit in 2020
- Satisfaction with the virtual exhibits from 2020 is low (29% completely satisfied)

- Key speakers and discussion: 4 hrs 30 min
- Continuing medical education: 4 hrs
- Posters, abstracts, networking and follow-ups: 2 hrs
- Virtual Exhibits: 27 min



How to engage physicians in a virtual exhibit, with top suggestions from virtual conference attendees

Make exhibits easy to-navigate and locate information

- Simple, fast, and easy-to-navigate platforms
- Technically sound without long load times

Create opportunities for two-way dialogue

- Live interactions with MSLs, Reps, Researchers, or KOLs
- Extended Q&A sessions

Provide information on soon-to-be or newly launched products

- Info on soon-to-be or newly launched products
- Access to clinical trial data

Data based on a survey of n=201 US Allergist/Immunologist, Endocrinologist, Infectious Disease, and Onc/Hemonc physicians. Physicians must have attended at least 1 conference in 2020 and spend 50% or more of their time in direct patient care. October 2020.

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