



Virtual Medical Conferences

Promoting Your Brand to a Digital Audience

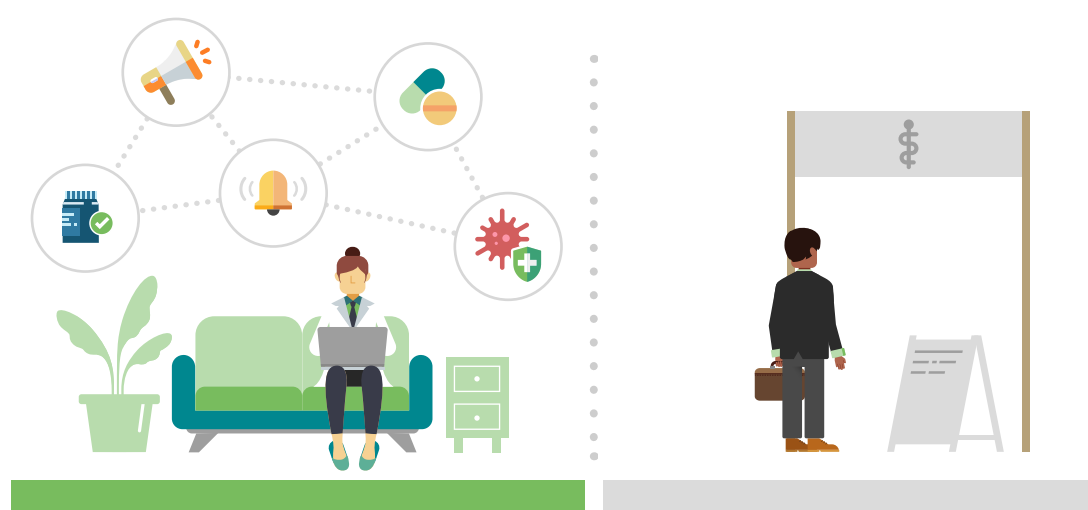
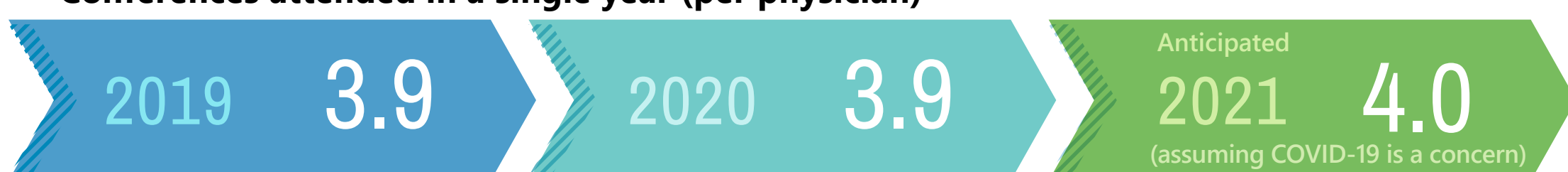
We asked 90 physician specialists in Canada about their experiences attending virtual medical conferences in 2020 and their plans for 2021.



Despite going virtual, medical conferences remain as important as ever

Physicians don't plan on changing the number of conferences they attend despite the increased prevalence of virtual conferences.

Conferences attended in a single year (per physician)



If the spread of the COVID-19 pandemic is controlled, 56% of conference participation in 2021 will be virtual

Engaging physicians in the virtual format presents unique challenges

Specialists spend nearly **9 hours** on average per virtual conference.



Only 30% visited a virtual exhibit in 2020



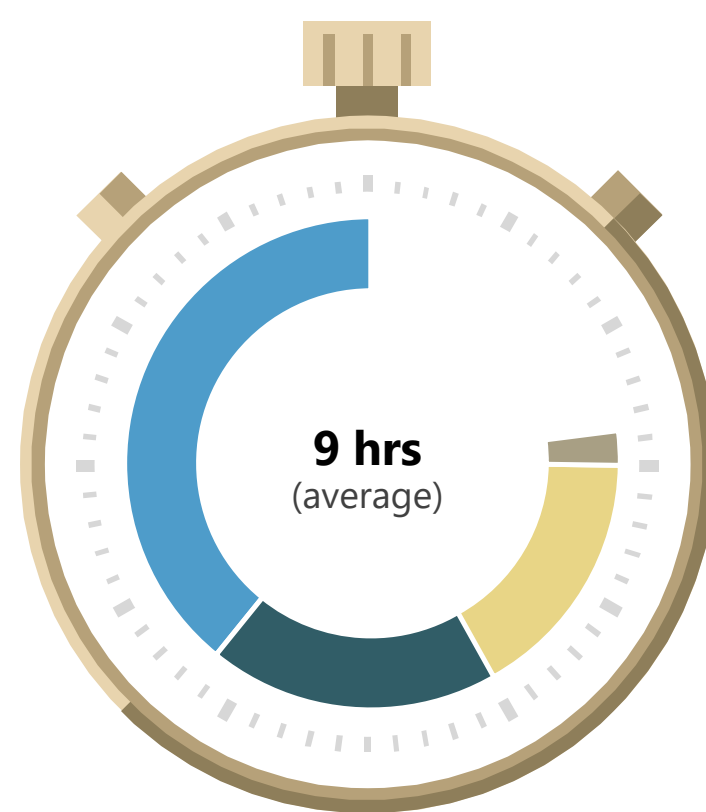
Satisfaction with the virtual exhibits from 2020 is low (8% completely satisfied)

Key speakers and discussion
4 hrs 30 min

Continuing medical education
2 hrs 30 min

Posters, abstracts, networking and follow-ups
2 hrs

Virtual Exhibits
28 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=90 Canadian Dermatologist, Rheumatologist, 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. January 2021.

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