

# Virtual Medical Conferences

## Promoting Your Brand to a Digital Audience

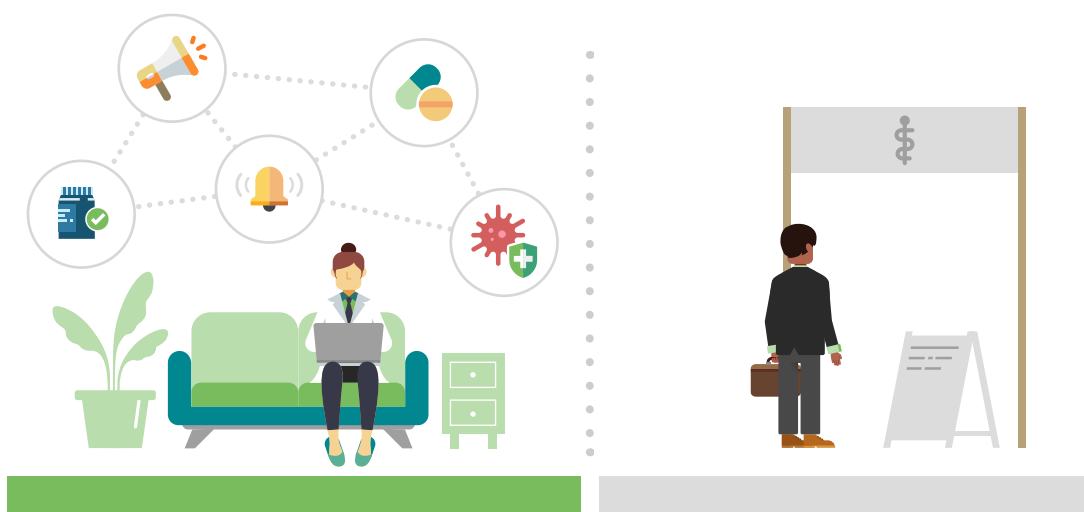
We asked 90 physician specialists in Canada about their experiences attending virtual medical conferences in 2020 and their plans for 2021.



### 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

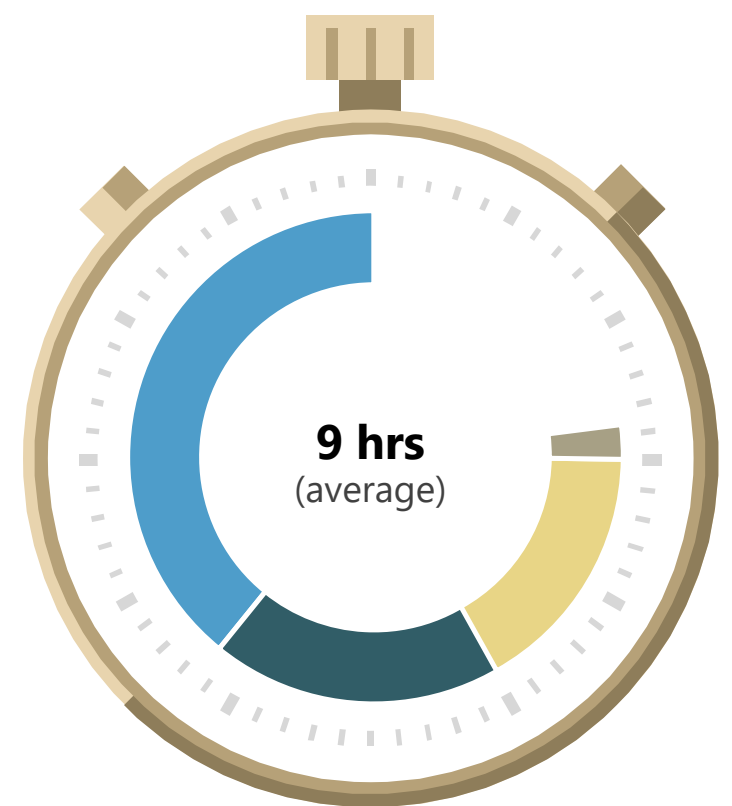
### Engaging physicians in the virtual format presents unique challenges

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

**Sessions**  
**Exhibits**

**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.