

19 facts on what healthcare professionals really want from their medical congresses in 2021 and beyond

An essential guide for congress stakeholders



1 Embracing the 'pivot'

HCPs welcomed the online format and appreciated being able to attend more congresses as a result.

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2 Still valued

Regardless of format, HCPs still consider congresses as a preferred channel for medical education.



3 Prefer face-to-face though

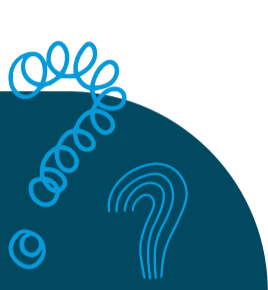
Attending in-person is still favoured.

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4 It's all about the choice

HCPs would like to have the choice in how they decide to participate in the future – online or in-person.

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5 Convenient? Yes. Immersive? No.

HCPs are more time-restricted at virtual congresses due to not being able to physically relocate and therefore fully immerse themselves in the experience.



6 Medical education, Netflix-style'

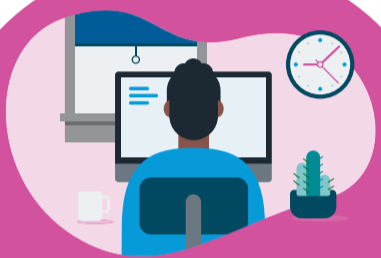
On-demand is the preferred media to view content.



7 Working day done, WFH begins

HCPs are most likely to view content in the evenings, on their own from home.

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8 Live versus pre-records

Downloadable files and pre-recorded video are preferred content formats, more so than live-streamed content.



9 Don't take away the takeaways

HCPs want access to content for an extended period of time post-congress (3 months).

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10 Exhibiting exploration

Even with less time available, HCPs are exploring the online environment and engaging in more online activities, including virtual exhibitions.

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11 Convenient connecting?

There are encouraging signs that more HCPs are embracing online networking opportunities, with more positive outcomes. However a significant number are yet to be convinced.



12 Quality content is king

The focus for industry should be to provide high-quality scientific / medical content and to increase their online medical presence.



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13 Symposia? Think speaker, later, shorter

The faculty will still be the main draw for industry symposium, and while there's no clear preference on when to host, avoid mornings and keep sessions to a maximum of 45 minutes.

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14 Get social

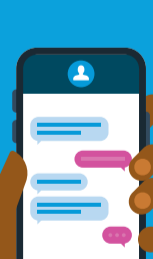
A greater number of HCPs are actively using social media during a congress: a comprehensive and targeted social media campaign will drive HCP interaction.

15 Make it personal

Personal invitations and direct email are the preferred communication channel for HCPs, most likely to encourage interaction and engagement.

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16 Vying for visibility

There is still work to be done by PCOs, medical societies and industry to communicate and promote online activities more effectively.

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17 Sponsorship = engagement

Direct sponsorship of European HCPs to a virtual congress is an effective engagement tactic. They want to hear from their sponsoring company and be notified of their online activities.



18 Local locations

There are clear opportunities to supplement congress attendance with industry-led, localised meetings, offering real-time congress content or summary information and discussions.



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19 Content to consume the consumers

Truly personalised, consumer-orientated online solutions, that offer relevant content unique to the end-user, are yet to be widely deployed by PCOs and medical societies.

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For full details of this joint global research by Ashfield Event Experiences and IPCAA, download the summary report by clicking the image below:

