

# CASE STUDY on Virtual Meetings and Education



amcinstitute.org



## American Assoc of Feline Practitioners

- 4000 veterinary professionals dedicated to increasing the standard of care for cats.
- Trusted leaders in feline health and welfare.



www.association-partners.com

## Professional Management Associates

- Established in 1984.
- Establishes long-term partnerships.
- Personal service you want. Professional expertise you need.

## Challenge

- Convert growing annual conference to full virtual educational experience (over 1700 attendees)
- Develop creative and customizable sponsorship and exhibit opportunities to help revenue and relationships
- Develop innovative aspects of the conference that allow attendees to experience learning and networking in different ways

## Actions Taken

**Step 1** Negotiate waiving cancellation fees with hotel and convention center; create budget

**Step 2** Identify technology platform, develop program/agenda, create marketing

**Step 3** Develop creative offerings for attendees, exhibitors, partners and sponsors

**Step 4** Open registration; build out the design and all features in technology platform

\*Conference opens on 10/2/20

## Goals

- Differentiate from other online CE to create an experience; offer lower rates
- Maintain high-standard level of meeting for attendees/sponsors
- Create different ways of learning: Live, on-demand, ePosters, video conferencing with attendees, speakers, & exhibitors

## Results

- Significantly reduced cancellation fees (saved \$273K)
- Increase in registration to prior yrs
- Continued support from sponsors and exhibitors (\$375K+)
- Expert content/happy attendees

## Insights/Learnings

- Entire staff team came together to assist in building something from scratch in short time frame
- PMA was able to be nimble and meet the needs of the client with knowledgeable and dedicated staff
- Replaced sponsored items with new and creative offerings and features

## Fun Features

- 28 Video Chat Discussion Forums for interactive learning; labs; Ask Experts
- Mailed packet to attendees so they feel connected; includes sponsored items
- Yoga; Exhibit Hall; Scavenger Hunt; Interactive Happy Hours w/ games, cooking demo, sommelier, 50+ networking video chat rooms, and more