

CASE STUDY: Virtual Meetings



amcinstitute.org



<https://www.asbmr.org/>

The American Society for Bone and Mineral Research (ASBMR) is a professional, scientific, and medical society established to bring together clinical and experimental scientists who are involved in the study of bone and mineral metabolism.

SMITHBUCKLIN

<https://www.smithbucklin.com/>

Our mission is to achieve the missions of the client organizations we serve.

Challenge

- The ASBMR 2020 Annual Meeting shifted from an in-person event to a virtual experience due to COVID-19. ASBMR needed to provide an opportunity for members to exchange scientific ideas, engage with one another, network, and hear the latest research in the field, all in a virtual format.

Actions Taken

Step 1 The following components were incorporated into its virtual experience:

Step 2 Matchmaking tool for networking
Gamification within the virtual platform

Step 3 Volunteer session moderators
Q&A and up vote feature within sessions
Chat lounges categorized by interest

Step 4 E-poster library
Virtual exhibit hall

Goals

To create an engaging and collaborative virtual experience to move industry professionals and scientific research forward.

Results

- 3,341 event registrants (an 18% increase from 2019)
- 3,000 virtual platform participants
- 5,000 visits to exhibit booths
- 4,500 visits e-poster library
- 1,200+ chat room posts
- 1,100 forum messages exchanged

Insights/Learnings

The Annual Meeting is the world's largest and most diverse meeting in the field. The collaborative nature of the in-person meeting contributes to attendees' success in advancing their scientific research, identifying possible new collaborations, and growing their careers.

"I was really impressed with the interactivity that occurred in the virtual environment. Even as a first time ASBMR attendee, I felt like I had opportunities to interact."

– ASBMR Annual Meeting Attendee