

# AD/PD™ 2022: The largest Kenes Group Hybrid Event

## The AD/PD Conference

The **Kenes Original Event** [AD/PD™ Conference 2022](#) marked the beginning of a new chapter in the history of the AD/PD™ series of conferences. By merging with the AAT-AD/PD™ Advances in Alzheimer's Therapies Focus Meeting, AD/PD™ **is now transformed from a biannual into an annual meeting**, with a continuing focus on the ADVANCES IN SCIENCE & THERAPY of Alzheimer's and Parkinson's Diseases and related neurological disorders.

This year's edition of the AD/PD™ Conference provided up to **42 points of CME/CPD accreditation** to international medical and scientific professionals worldwide **engaged in the neurodegeneration field**, from basic scientists to clinical investigators, and from established leaders to young upcoming talents.

A large number of reports about the **AD/PD™ 2022** have already been published, *inter alia*, by the [Alzheimer's Forum](#), [Video Journal of Dementia](#), [BioSpace](#) and more.

## A hybrid experience



The lessons learnt from the virtual experiences in 2020 and 2021 were foundational for this successful execution of the first hybrid AD/PD™. During six consecutive days, **there were six parallel halls** – four of which were streaming in real time – **49 exhibition booths, 929 mobile app installations, 1,601 e-poster viewings and 107 sessions were broadcasted live**, with an engaged interaction from the delegates on [VirtuOz](#) who exchanged more than 1,200 messages through the Q&A and chat

options during the event.

To ensure a smooth operation of the live broadcasting and the interconnection of speakers on-site and online, the IT department at Kenes assembled a support crew of technicians in Rome and another one in Lisbon. In total, **57 team members participated in the procurement of the hybrid format**: 20 took care of the streaming, 30 produced the pre-recorded sessions, five moderated the Q&A, and two handled the monitoring of three cameras on-site.

### **VirtuOz Navigation Video:**

In the words of **IT Director Uzi Drori**, the main challenges included:

*“finding the appropriate technology, combining software and hardware, recruiting the right people, training them during the weeks prior to the conference and getting all the required equipment to the venue.”*

The **Organising Committee consolidated by Abraham Fisher, Roger M. Nitsch, M. Windisch, Ezio Giacobini, and Gabriel Gold**, stated that:

*“the live video transmission worked exquisitely well, so that even on-site participants used them for convenience and personalisation of their congress experience. Also, the Hybrid Forum discussions were a tremendous success with both onsite and online participants over multiple time zones.”*

The **Online Community for all Neurodegenerative Disease Professionals** [\*\*AD/PD™ Education\*\*](#) complements the AD/PD™ Conference during the rest of the year, before and after this core event. The **AD/PD™ Education** Community supplements the live conferences and provides a space for education, reflection, and interaction in the field of neurodegenerative

disorders. There are also several services at the AD/PD™ Education platform, such as eLearning courses, discussion forums, meeting materials, and much more, which are offered free of charge.

## AD/PD™ KEY FIGURES



### Top 3 countries, in-person:

1. United States, 491 participants
2. United Kingdom, 218 participants
3. Spain, 170 participants

### Top 3 countries, virtual:

1. United States, 567 registrations
2. United Kingdom, 94 registrations
3. Japan, 87 registrations

## #ADPD2022

Social Media has increasingly been used by healthcare professionals to nourish the scientific conversation. Therefore, **Kenes events have a strong focus on reaching the right audiences** on social media channels during each congress.

The **AD/PD™ 2022** had a noticeable impact on social media engagement. The most interaction of all was registered on the microblogging service Twitter where 962 users joined the conversation using the hashtag **#ADPD2022**, generating **3,316 posts and a total of 8.1 million views**.

### #TogetherAtADPD

In total, 48 pictures were shared on social media as part of the Photo Contest. These are the two winning photos:



Kenes Group continues to develop new strategies, methodologies, reflections, and training to enrich all educational formats, including large international conferences and events.