

SURVEY & ANALYSIS

Healthcare Professionals on Virtual Events '21

A follow-up survey and analysis on what HCPs really want from virtual events



Survey summary

Virtual events are all about
knowledge exchange -
networking, not so much.

In light of the effect that COVID-19 had on scientific meetings, Kenes Group reached out to past participants in 2020, in order to better understand how healthcare practitioners feel about virtual events.

The produced survey and analysis was a result of the responses of 809 past delegates from 112 countries on 6 continents that gave truly global feedback on the pressing question of effective virtual conferences.

In 2021, Kenes Group reached out again to healthcare professionals (HCPs) to see if one year of virtual events has changed their opinions towards this format. 1,015 past participants, that have attended at least one virtual event, from 104 countries on 6 continents contributed with their responses.

Results snapshot

34

25 in 2020

THERAPEUTIC AREAS



106

111 in 2020

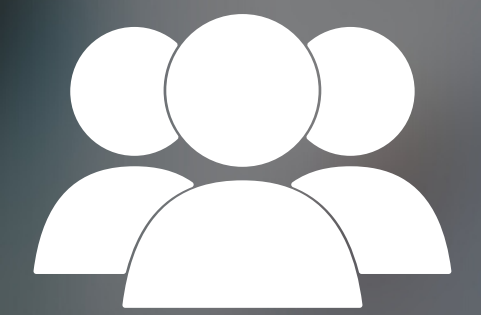
COUNTRIES

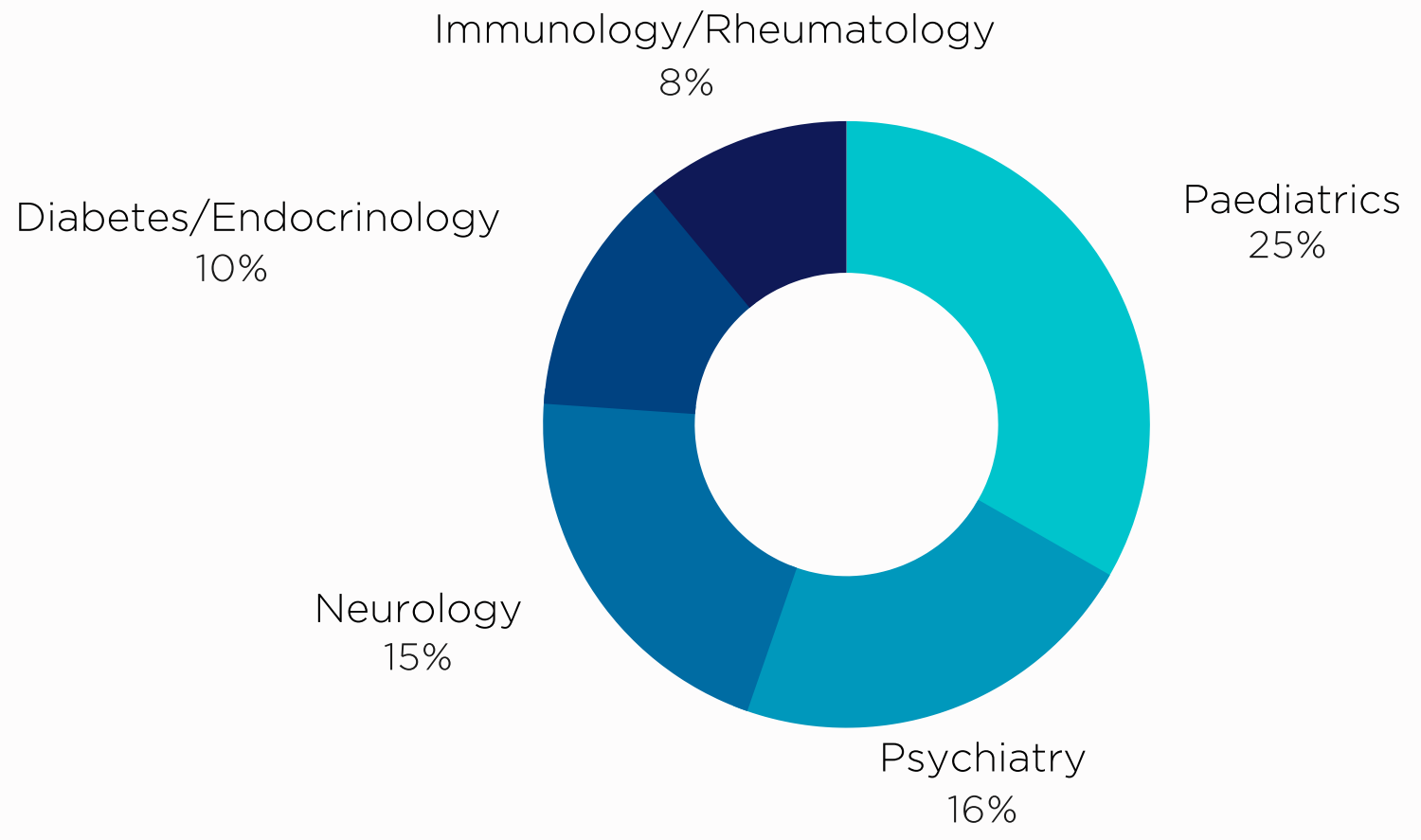


1,015

809 in 2020

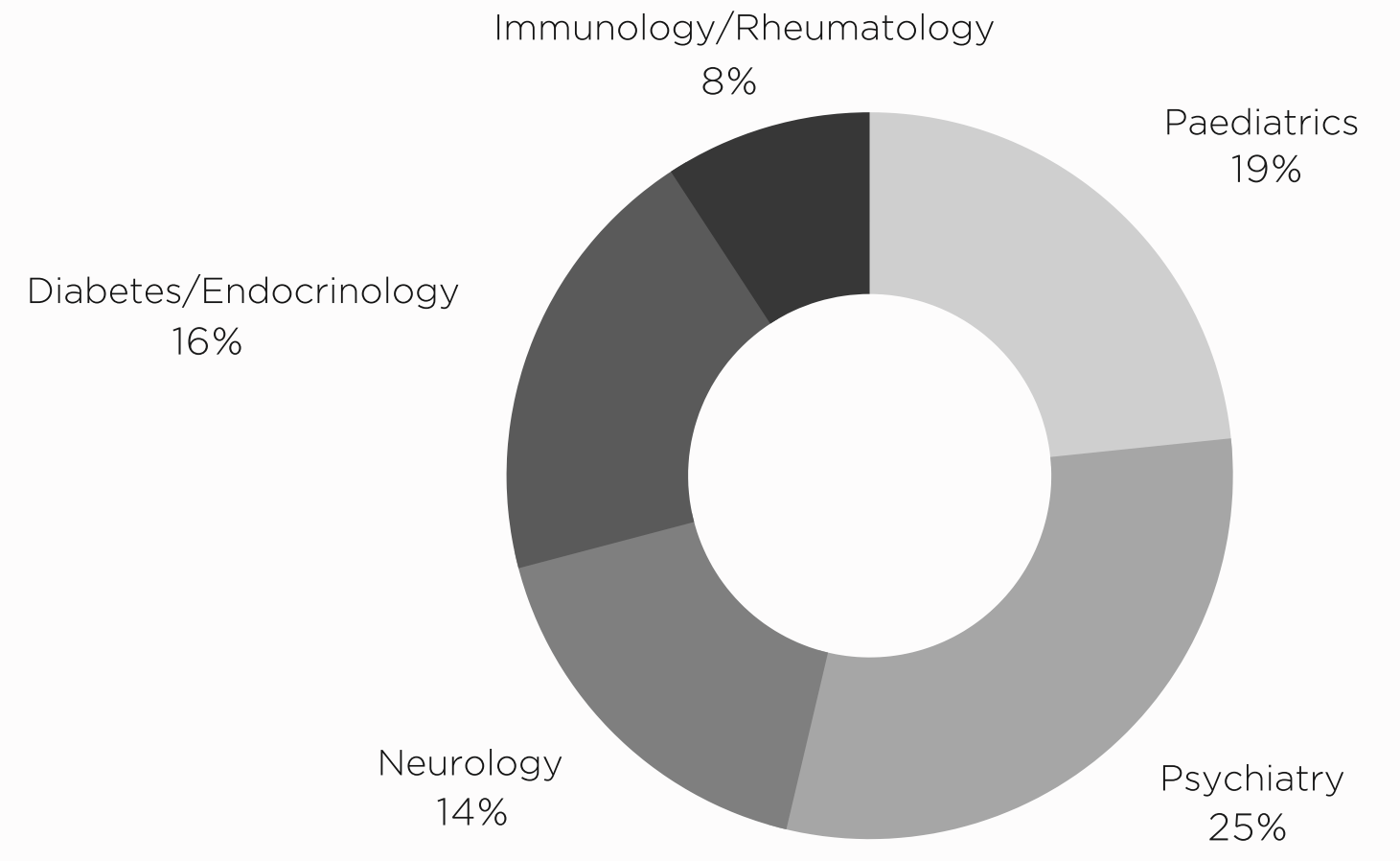
RESPONDENTS





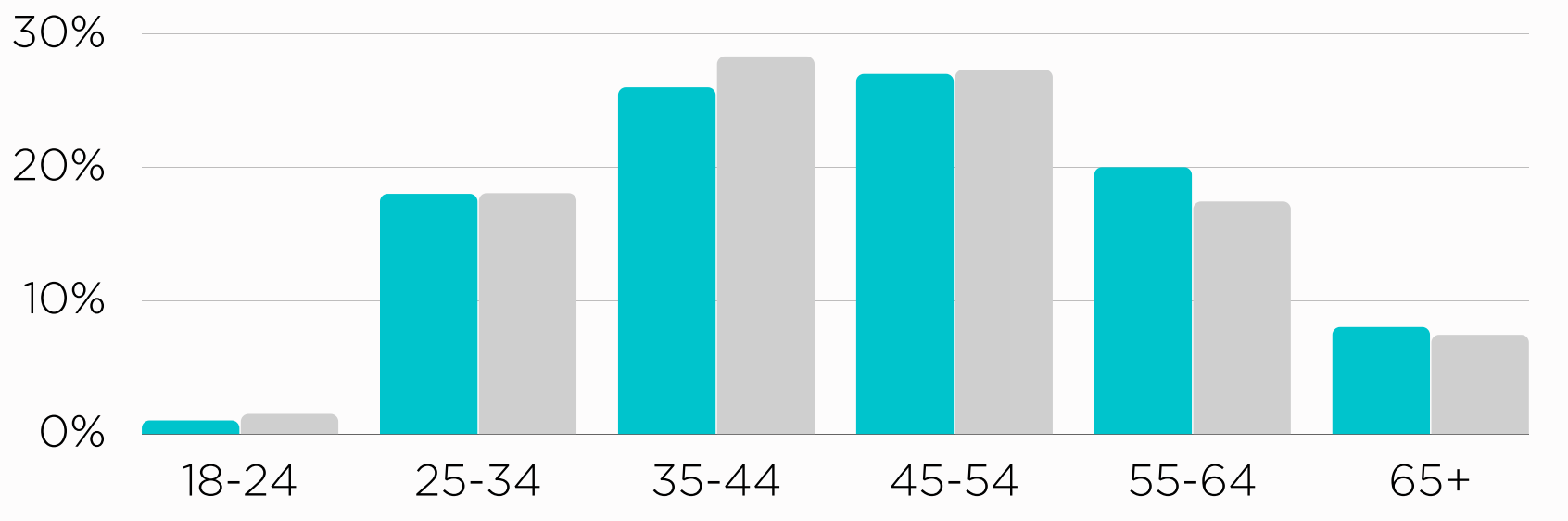
2021

Top six therapeutic fields



2020

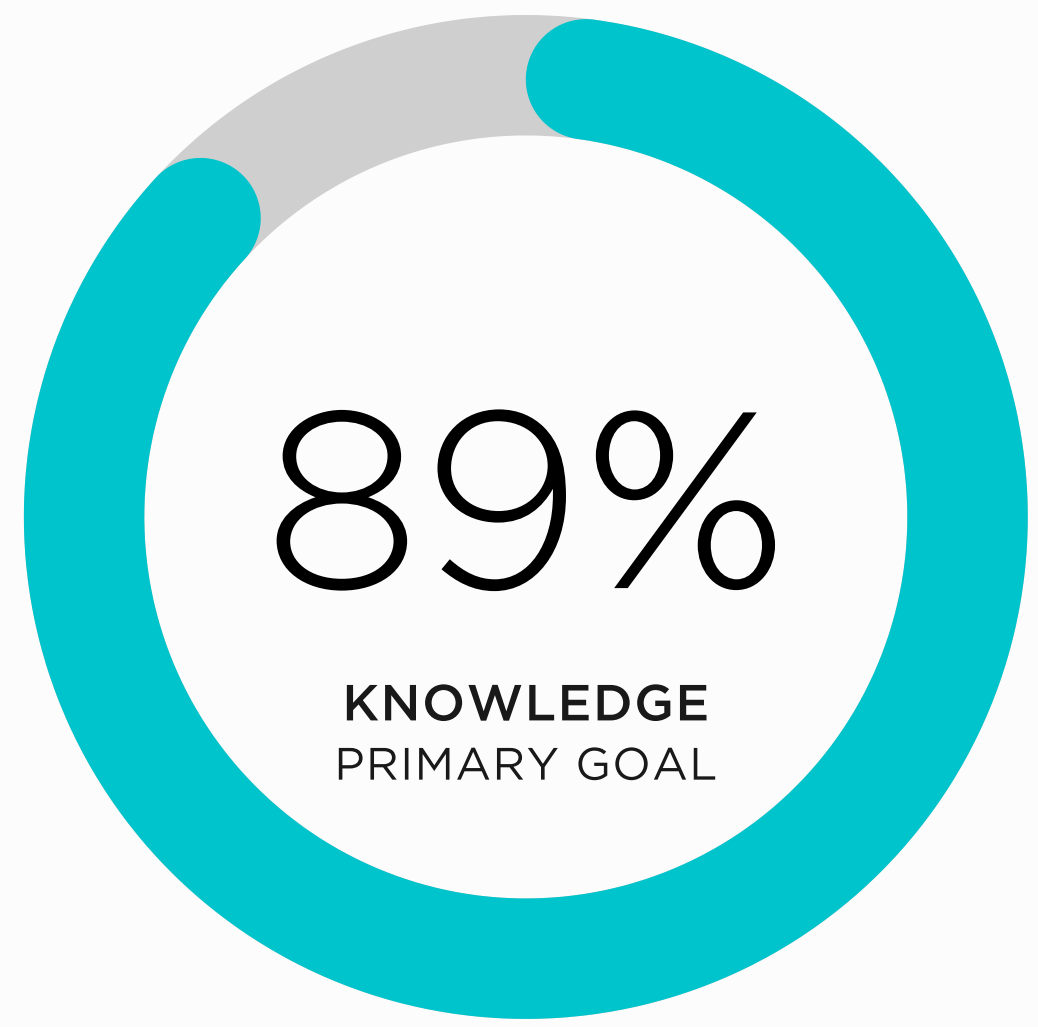
Age range



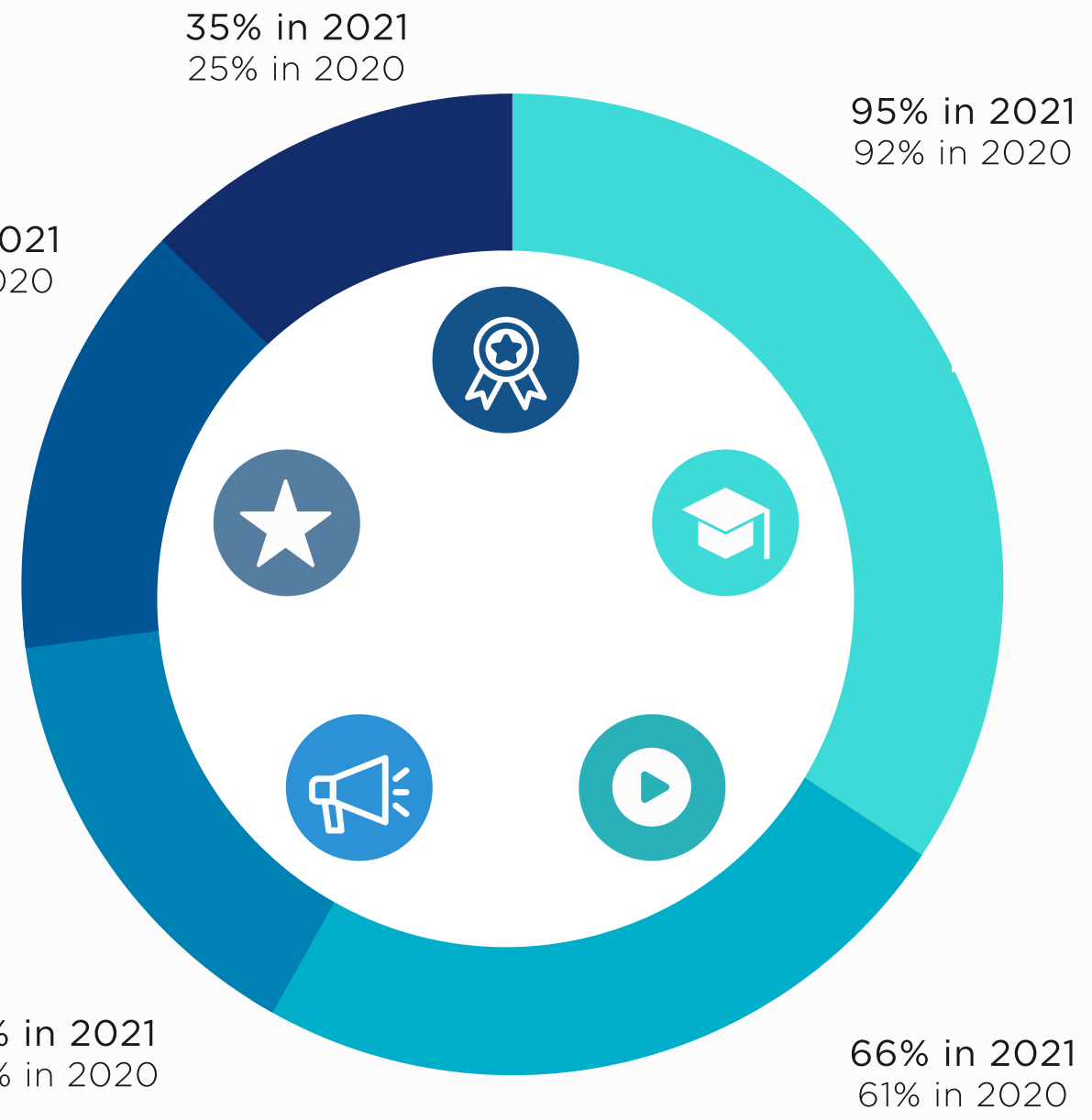
Participant demographics

Decision making

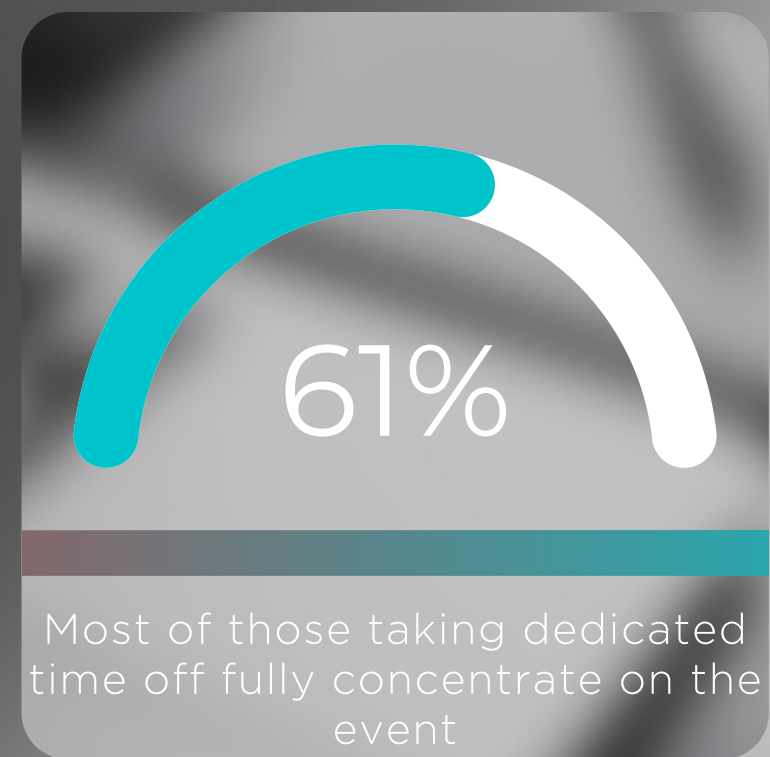
We asked with an open-ended question, what was the primary goal of HCPs when attending a virtual congress. 89% of the respondents said - knowledge. Learning is what continues to drive attendance, and it was confirmed with the question - "what's most important when deciding to attend a virtual event", where 95% of HCPs confirmed - high-quality content.



- High-quality content
- Availability of content (VOD)
- Reputation of the edu provider
- Speakers from different fields
- Accreditation (CME points)



Time off



Survey respondents were asked if now, a year later, they can still take, or get days off in order to attend a virtual event.

In 2021, only 46% of respondents answered this question favourably, compared to 63% in 2020.

This year we asked additionally if they can dedicate the taken time off fully to the virtual event and make the most of the program. The majority of those that take time off - 61%, reported that they dedicate their time to the event and nothing else.

Some reasons not to be able to concentrate or attend fully that were quoted were: timezone difference; distractions - home or work-related; difficulty to concentrate.

Registration Fees

44%

45% in 2020

Myself

Similarly to last year, HCPs mostly cover the registration fees themselves.

74%

prefer

Both live/VOD

Survey respondents said the most preferable registration package includes both live event days and video on demand.

65%

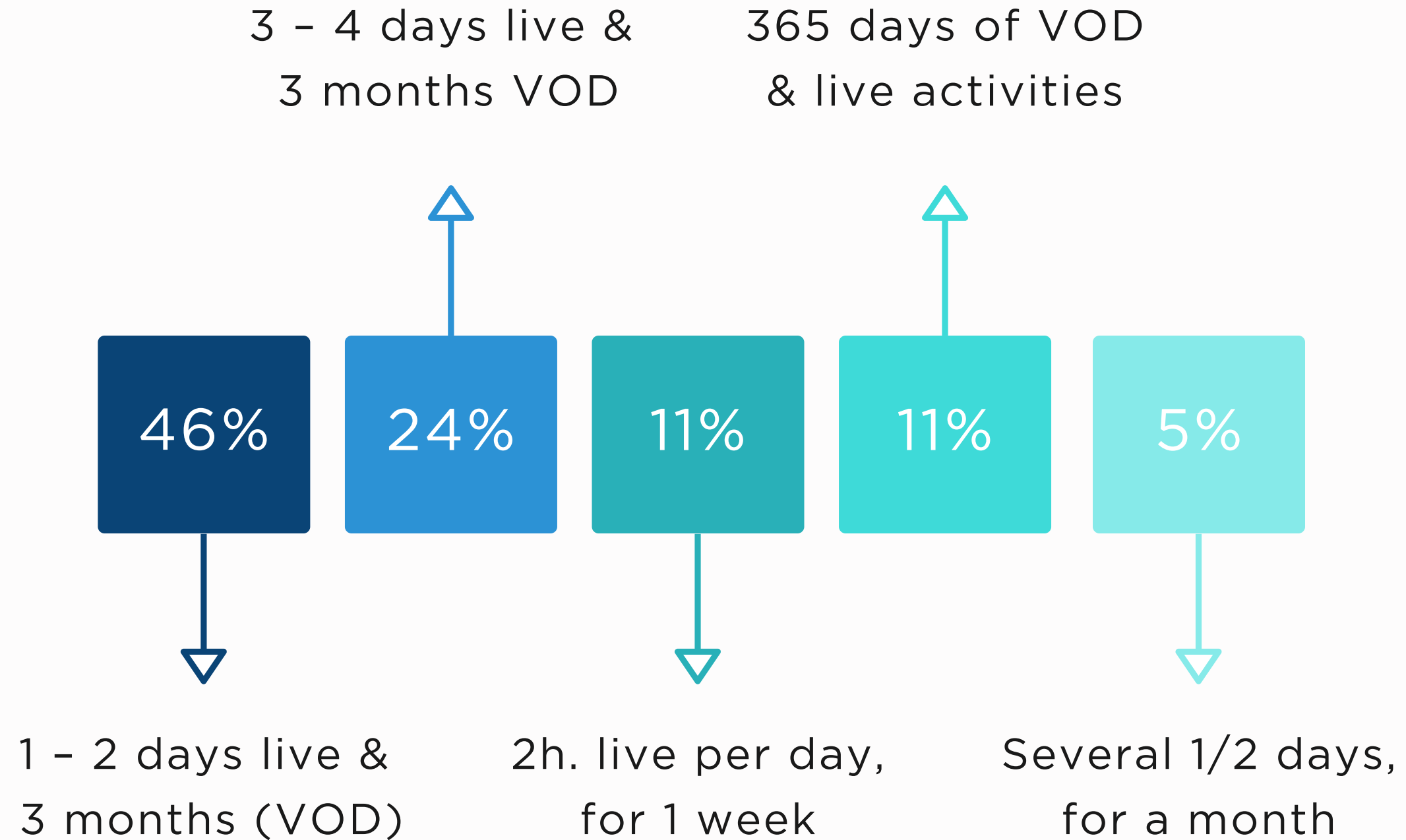
41% in 2020

50% lower fees

There is an increase in HCPs demand for 50% lower fees compared to in-person events.

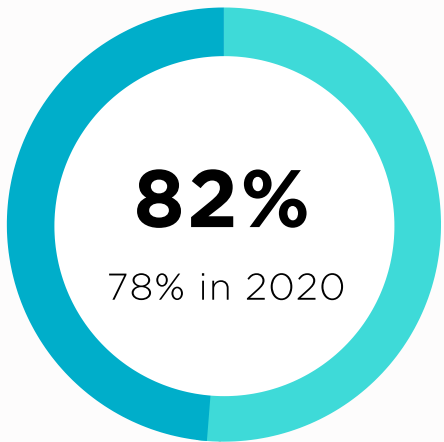
Healthcare professionals were also asked about the value proposition of the virtual events and what registration package would suit them best.

Value proposition

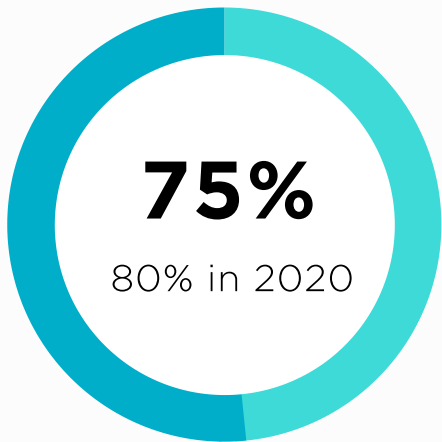


Technical **elements**

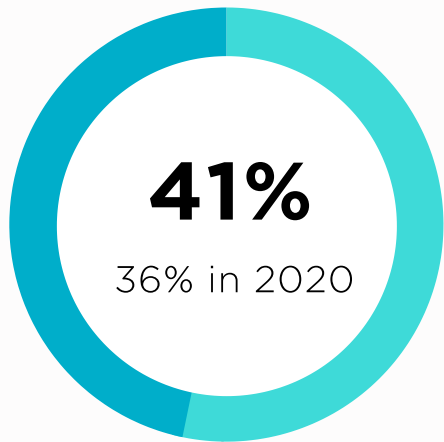
Once HCPs have taken the decision to participate in a virtual event, what they are looking for are technical elements that will support their learning experience.



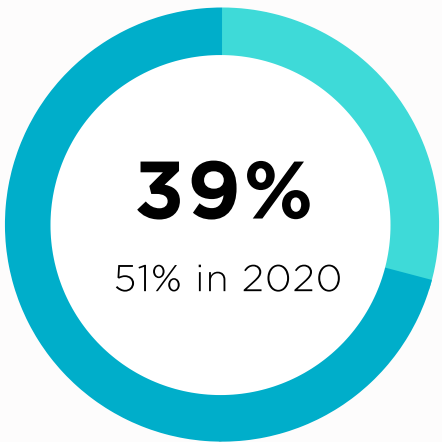
Education:
pre-recorded
& live
streamed



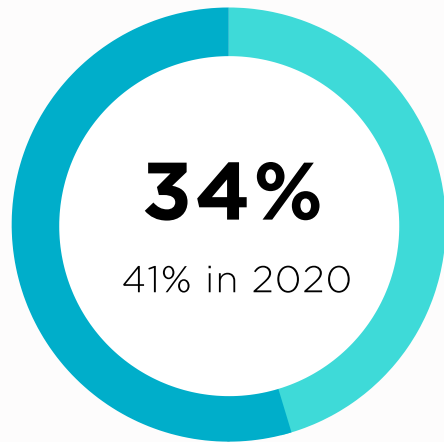
Content
available for
several
months



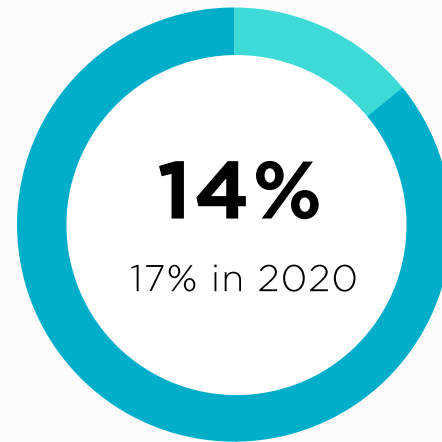
Interactive
formats and
impactful
sessions



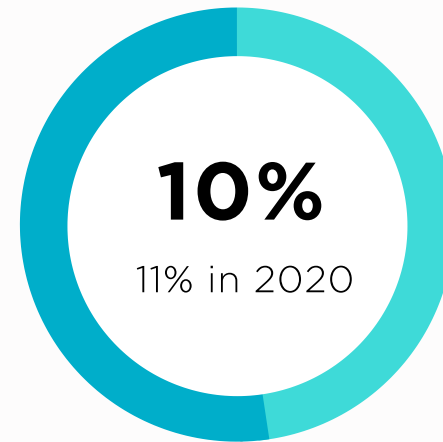
On-line
discussions
and chats



Networking /
Meetings with
speakers and
experts



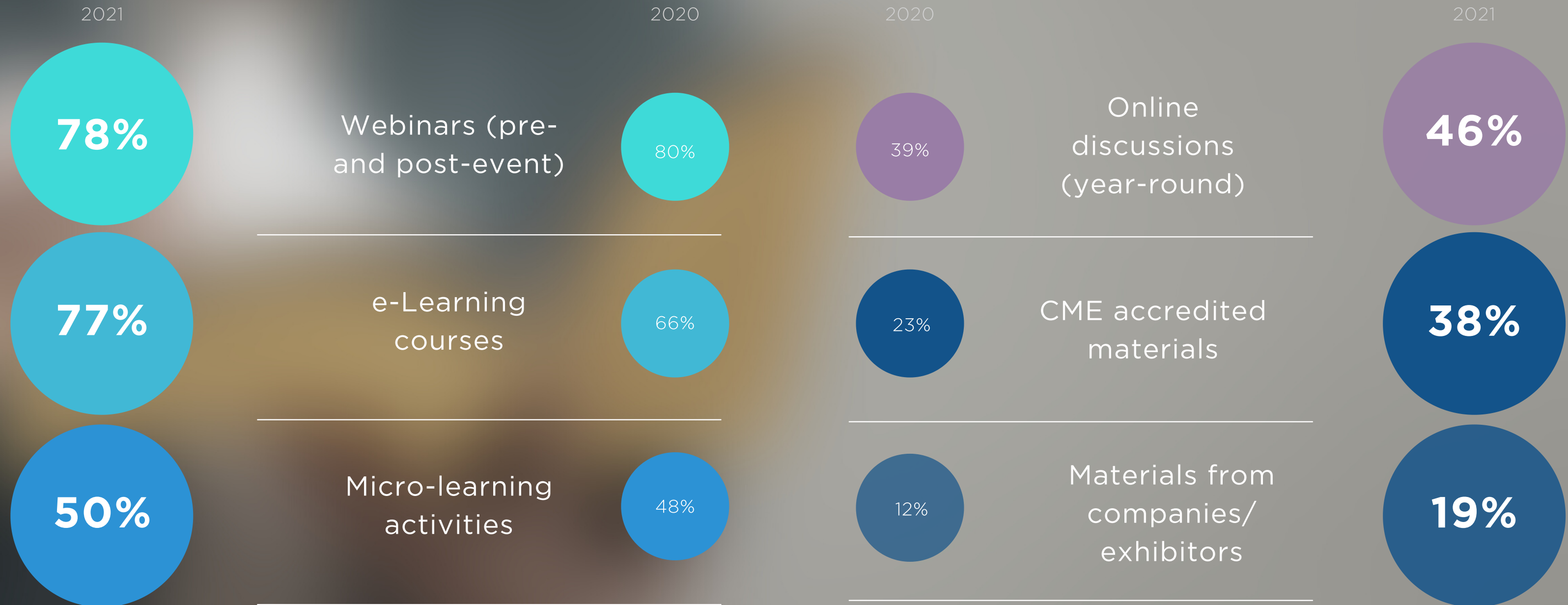
Industry
supported
content and
exhibition



Scheduling /
matchmaking
of 1:1 meetings

Improving learning

Healthcare professionals rated the activities that could improve their learning. While there are fluctuations in the numbers between 2020 and 2021, the order remains the same.

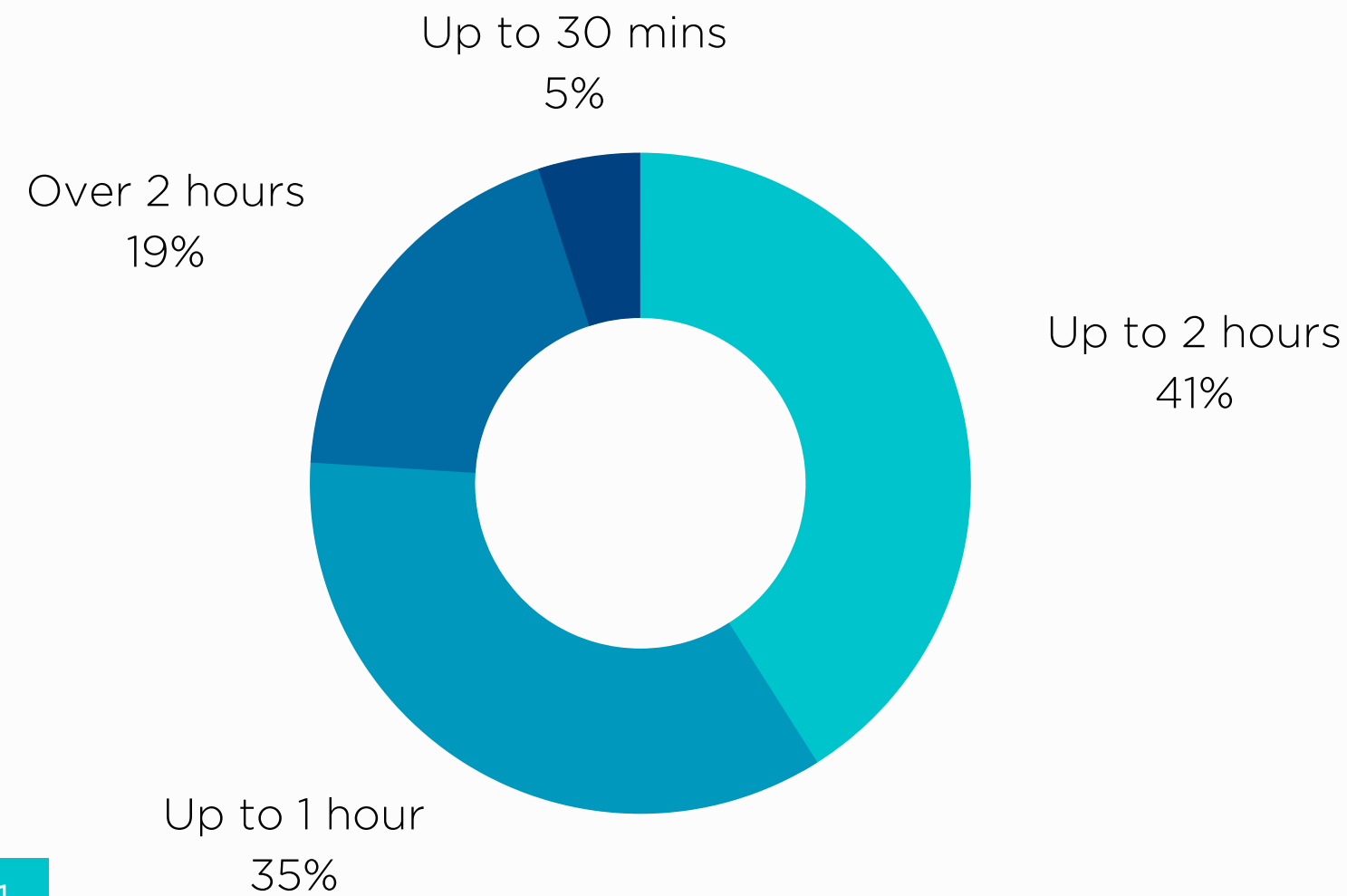


Session length

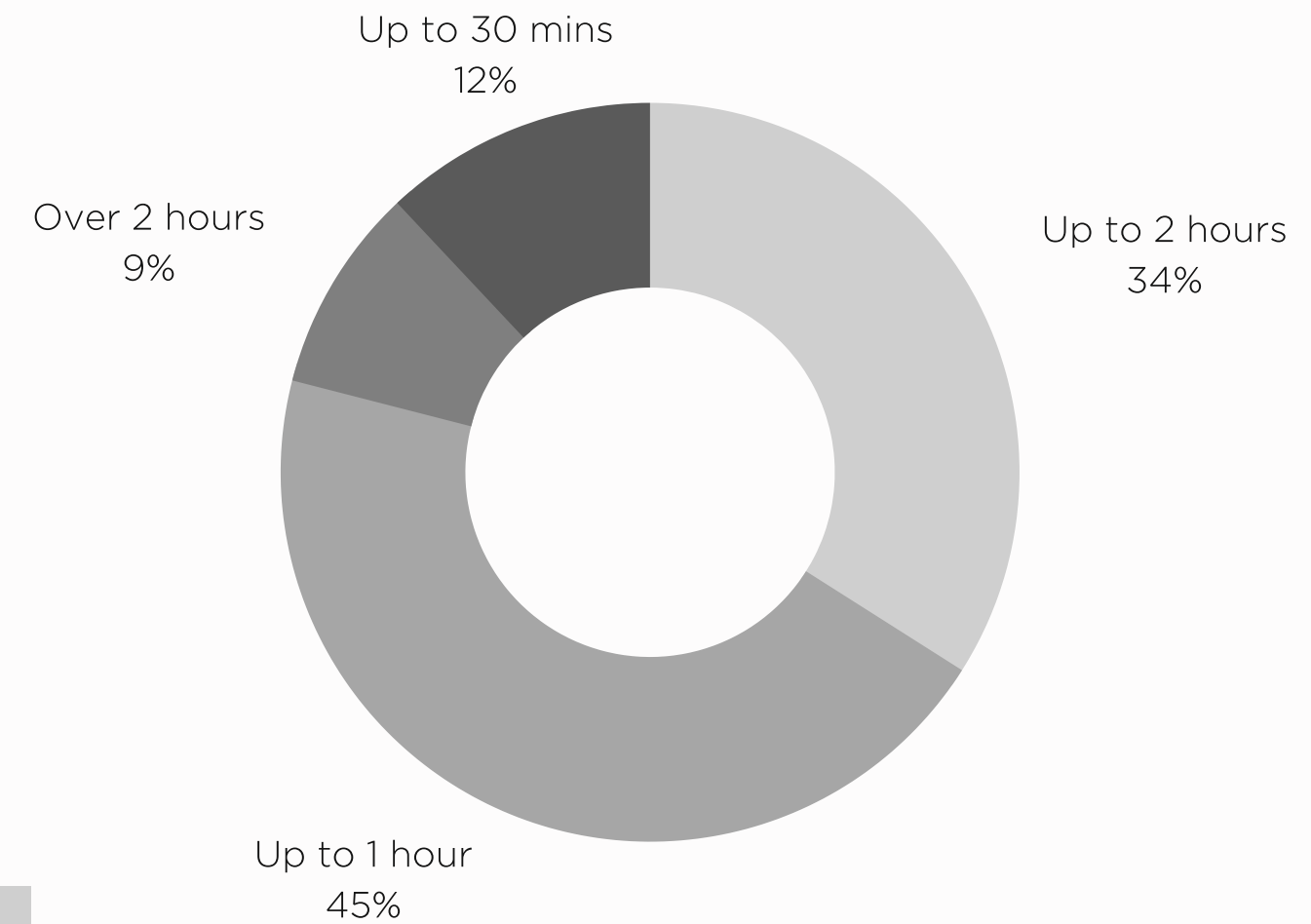
We checked again if the session length preferences have changed. To our surprise, over 40% of respondents are now willing to have a session as long as two hours, compared to last year, where HCPs stated that up to 1 hour is their preferred session length.

Time spent attending one virtual session (live or pre-recorded)

2021



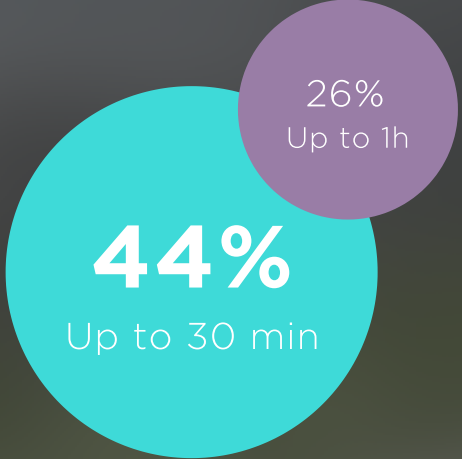
2020



Virtual exhibition

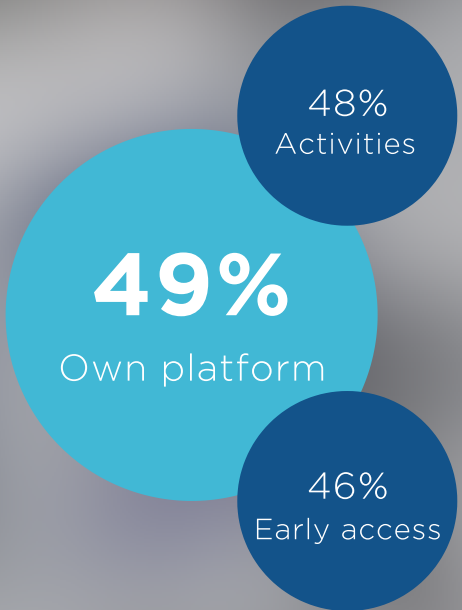
TIME AT EXHIBITION

The time HCPs spend at the virtual exhibition rates between 30 min (44%) and up to 1 hour (26%).



TIME AT BOOTH

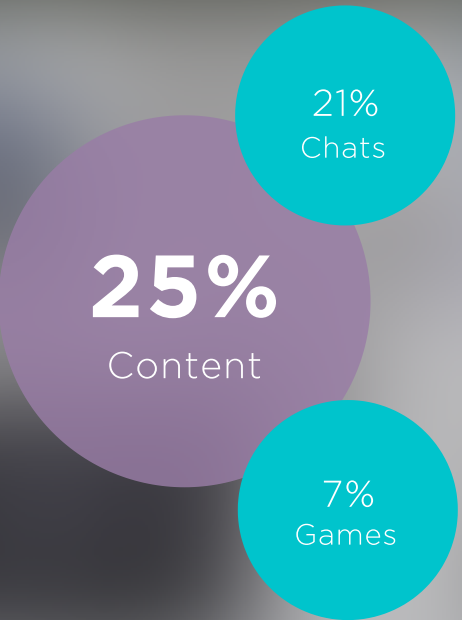
The top three engagement elements that would encourage better participation are: access to a company platform (49%); booths with online activities (48%); early access to the exhibition prior the event (46%).



ENGAGEMENT

The best way to engage with companies according to HCPs is to have them support content at the event (25%), or have their branding around sessions.

Other options mentioned were through different forms of chats (21%) and gamification (7%).



Planning for the Future

42%

better virtual events

Short, Interactive, Relevant

What would make a virtual conference more enjoyable is having it short, interactive and relevant, with content on-demand.

61%

back to live

In-person in 2022

Only 28% had reported that they are ready to go back to in-person in 2021. The majority foresees live events in 2022.

76%

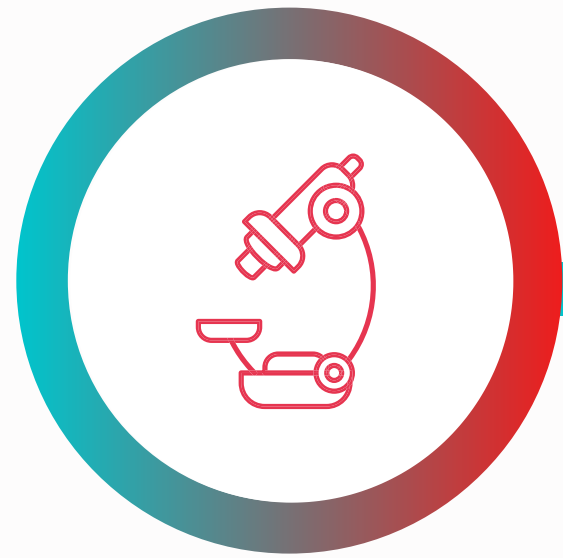
received a COVID shot

Immune

At the time of the survey, most healthcare professionals had already received their COVID shot.



The Ideal Virtual Event '21



ACTIVITIES

- With fewer days-off, HCPs need shorter virtual events
- Make them interactive and relevant
- Add eLearning or similar to help HCPs improve learning



FEES

- HCPs mostly cover their own fees
- Consider providing financial support whenever possible
- Registration should include VOD



CONTENT

- Knowledge remains the top reason to attend events
- Make sure you lead with content and having it as VOD
- HCPs are willing to have sessions up to 2h long



EXHIBITION

- HCPs spend only a limited time in the exhibition area
- Companies should be more involved with sessions/content
- HCPs are interested in engaging with chats and calls



BEYOND

- Make virtual events short, interactive and relevant
- HCPs will travel to an in-person event sometime in 2022
- Most HCPs had already received their COVID shot

EMPOWERING KNOWLEDGE



For questions, comments,
and inquiries

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