

Case Study

Going virtual to increase conference longevity

100%

Public poster submissions

over
50%

Posters with video
presentation

1,200+

Interactions with the first
25 poster uploads

DIA

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Morressier



DIA is a global association that mobilizes life science professionals from across all areas of expertise to engage with patients, peers and thought leaders in a neutral environment on the issues of today and the possibilities for tomorrow.

Goals

To transform the DIA Europe 2020 conference into a fully virtual event in a short timeframe by providing a service to securely digitize, host, and disseminate all conference posters and video presentations.

Our Approach

Implement Morressier's workflow solutions to manage the submission, publishing, and dissemination of posters, presentations, and conference proceedings.

- ▶ Conference content and proceedings were successfully digitized in a very short timeframe, ensuring valuable findings were accessible to delegates and researchers around the globe
- ▶ Increased conference longevity and engagement around conference research
- ▶ High adoption rates for new video poster presentation technology

"Due to COVID-19, we converted our conference into a virtual event featuring a Poster Gallery within three months. Morressier provided professional organization at short notice, resulting in plenty of positive feedback for the Poster Gallery. This success was only possible with a dedicated, fully motivated Morressier team. We are excited to continue working together!"

— *Krisztina Nemeth, DIA Europe Project Manager*

The Challenge

Due to the outbreak of COVID-19, DIA needed an effective technological solution to transform the DIA Europe 2020 meeting into a fully-virtual conference within a short time frame. The association required a platform where authors could present their research and where both delegates and a global audience could explore conference content long-term. Although DIA had already successfully engaged Morressier's services in the past in a hybrid conference model, this was the association's first fully-virtual event. As such, organizers required a conference content workflow that was quick to implement and that delegates could easily grasp.

The Solution

Morressier managed the submission, hosting, and sharing of all posters, presentations, and proceedings for the DIA Europe 2020 Meeting. Authors could pre-record video presentations and upload them to the DIA gallery alongside their posters, providing additional context to findings and increasing the engagement around conference content. Morressier managed the communications regarding poster submissions, deadlines, and support queries, saving the DIA team time and valuable resources.

The Outcomes

A seamless virtual conference experience

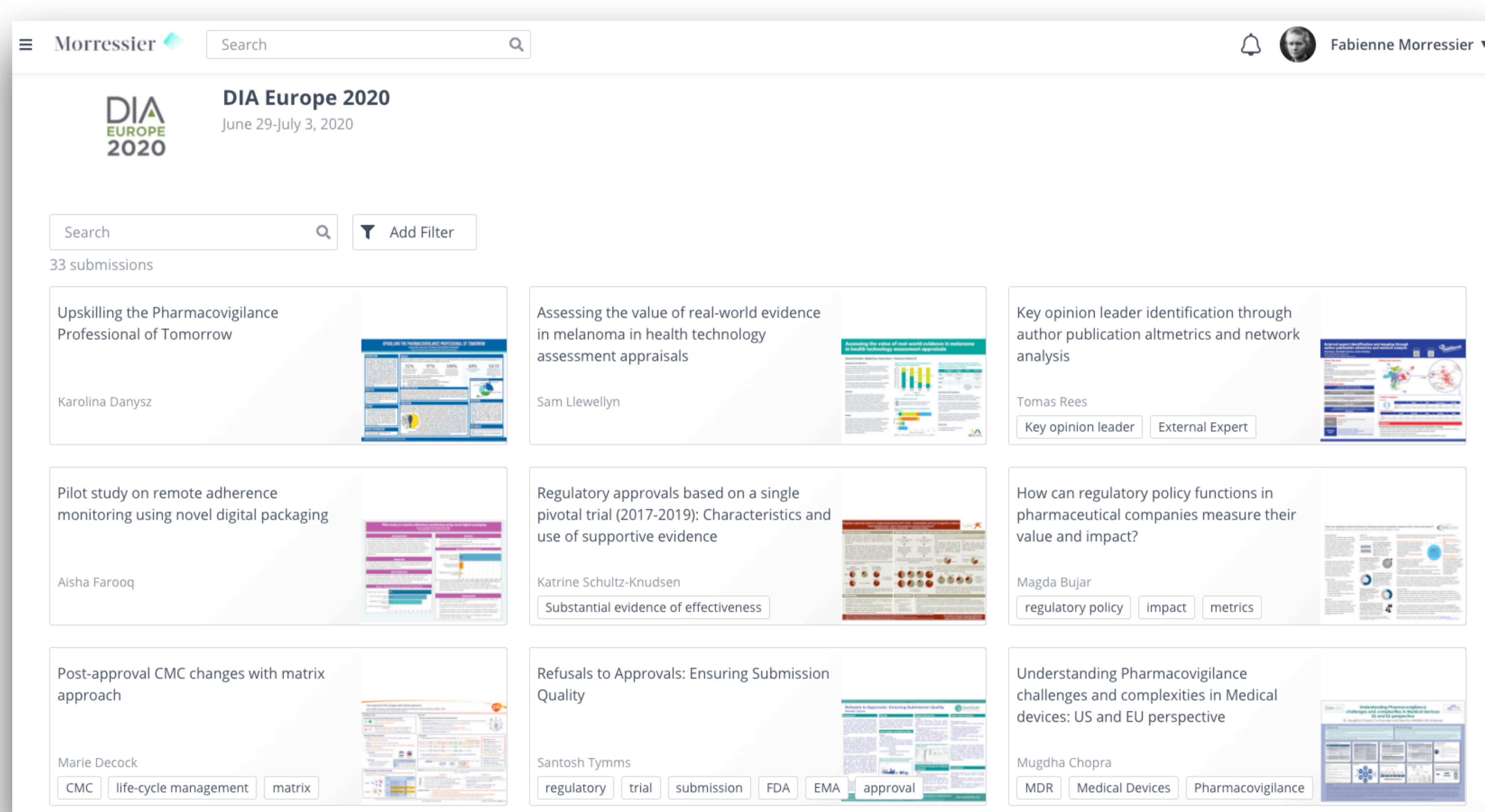
The DIA Europe 2020 conference was successfully transformed into a fully-virtual event within a very short timeframe. Engagement with conference research was high and over 50% of authors adopted the brand-new video submission technology.

Additional flexibility

The poster gallery and pre-recorded poster sessions allowed delegates to browse and engage with research in their own time. This ensured delegates did not miss any relevant sessions and could most effectively use their time at the conference.

A global boost for poster presenters

By launching an online poster gallery, researchers from around the world could access and engage with posters and presentations long after the event itself concluded. This increased the reach, impact, and longevity of the conference and provided DIA authors with a global boost.



DIA online poster gallery

Contact us today at www.morressier.com and learn why DIA and over 200 other societies and institutions trust Morressier with their conference content.