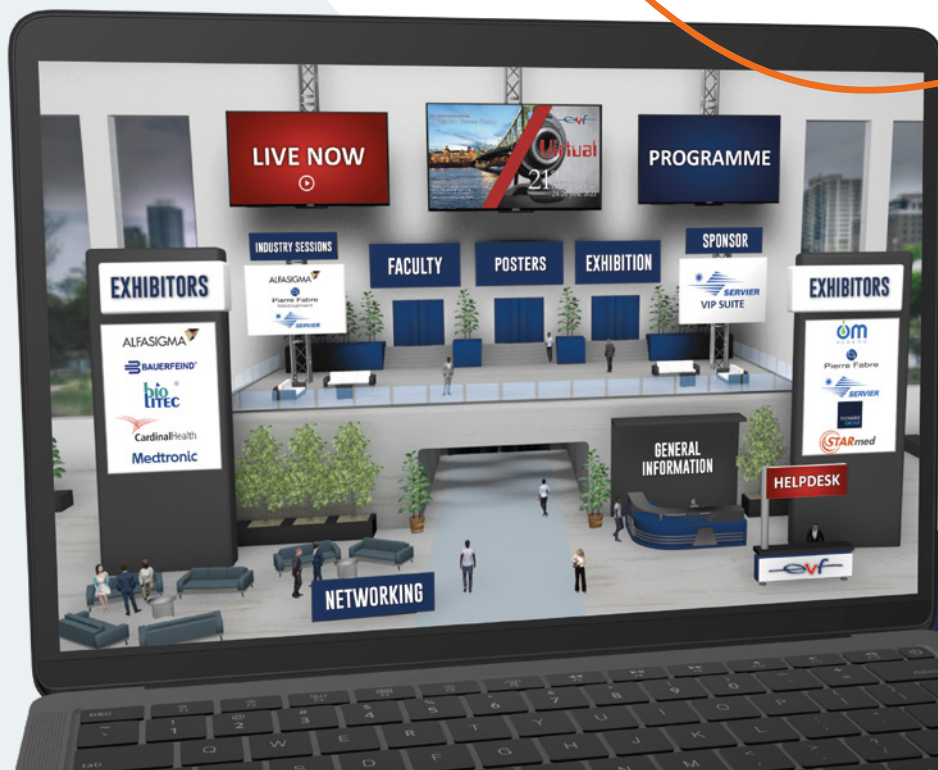


Success Stories

Shocklogic

SCTS Annual Meeting

FULL STORY INSIDE



EVF Annual Meeting

FULL STORY INSIDE

shocklogic.com

SCTS Annual Meeting: Case Study

The Society for Cardiothoracic Surgery (SCTS) is the representative body for cardiothoracic surgery in Great Britain and Ireland. They have been a valued Shocklogic client for several years, and we recently supported their first virtual annual meeting, bringing together hundreds of surgeons and medical professionals from across the globe to share expertise and promote scientific advancement in the field of cardiothoracic medicine.

Like many face-to-face events over the past 18 months, the meeting was originally postponed before the decision was finally taken to deliver the conference online.

We worked closely with the client to understand their objectives and tailor a solution that met their needs. The project involved 24 members of the Shocklogic team, who together coordinated the entire process, from delivering the software and design, to looking after attendees, training speakers, and making sure the event ran smoothly.

The fully-customised event was carried off using a combination of our Event registration and ticketing software, Abstract management software, and Advanced XP virtual platform, which includes a 3D rendered virtual lobby to simulate the look and feel of a live event.

To encourage engagement with the event's 30 exhibitors and add an extra element of fun, we also implemented a scavenger hunt and quiz with a prize draw for those attendees who completed it.

RESULTS

We were so proud to be able to support our longtime client in shifting to the virtual format that allowed their annual meeting to take place, and the event was an absolute success.

The client was so impressed with the power of our virtual platform they compared us to Tesla, and we received the following testimonial from Isabelle Ferner, Society Administrator & Conference Organiser:

"We worked with Shocklogic to deliver our first virtual annual meeting. Their support was excellent from the outset. Professional, efficient and personable, they actively sought solutions to any potential problems and delivered in a timely way. The platform they created was intuitive and user friendly and I would happily recommend them to other event organisers."

We look forward to continuing our wonderful relationship with SCTS for future events.

SCTS VIRTUAL ANNUAL MEETING 2021
9th - 11th May 2021



452
Abstracts

Oral Presentations
ePosters
Videos



137

Chairs/
Co-Chairs

1,130
Total Registrations



308 Speakers

6 Parallel Sessions

14 

Participating Countries
Austria, Belgium, Canada, China, Denmark, France, Germany, Hong Kong SAR, Italy, Switzerland, Turkmenistan, UAE, UK, USA

30 Exhibitors

3 Full Days of Sessions

24

Shocklogic Team Members Involved



EVF Annual Meeting: Case Study

The European Venous Forum aims to promote the development of education, scientific knowledge, research, and clinical expertise of the highest quality in the field of venous medicine. Shocklogic has been supporting EVF meetings for several years with our Abstract Management System, and this year we helped them to deliver their 21st Annual Meeting as a virtual conference.

The work was carried out by a dedicated Virtual Event Production Team involving 22 Shocklogic staff members, who supported the event in nine key areas:

- **Registrations:** We created a bespoke registration form and provided the necessary software, payment gateway integration, registration support, and joining instructions for the 782 registrations processed for this event.
- **Abstract management:** Our software was used to collect the event's 30 presentations, including videos and back-up slides. We created a profile area as a single point of entry for all needs and roles, and provided support for presenters in the lead up to the event.
- **Virtual platform:** The client took advantage of our powerful Advanced XP, which includes a bespoke 3D lobby and exhibition design, and an interactive programme. A faculty page included bios, photos, and direct session links, and a networking area included a general chat for attendees to interact with one another as well as the option to send direct emails to delegates.
- **Mobile app:** We developed an easily downloadable and intuitive app tailored to the event. Its capabilities included: direct access to live sessions, collecting statistics on most viewed sessions and speakers, sending push notifications to guide delegates, viewing sponsor and exhibitor information, a networking feature, and social media interaction.
- **ePosters:** Our ePoster platform includes an abstract body view as well as thumbnails for each video, a star-rating/voting system, and author contact links. In addition, we collected and checked all videos prior to deployment.
- **Exhibition:** For this event's exhibition, we designed and set up 15 fully-branded multimedia 3D virtual stands and 1 VIP suite. Each stand included a chat function and contact forms for easy interaction with attendees. We provided full support for all exhibitors through the final day of the live event and ran statistics to create post-event reports. Finally, we used gamification to enhance exhibition participation. This included a quiz and a 'golf tournament'.
- **Live event support:** We tested and uploaded all videos and presentations to the live platform, sorted by date, time, and session. We provided comprehensive training for speakers and chairs in a dedicated virtual rehearsal room before their live presentations. Three Shocklogic team members were present in every session at all times to oversee the minute-to-minute management of each presentation. Several additional team members provided continuous tech support in the form of immediate responses to Helpdesk tickets and live chat availability at both the meeting room and login-page levels.
- **Post-event support:** We processed and uploaded all session videos for on-demand access, to be available for a full 12 months from the close of the event. We created and shared analytics reports for both the live platform and mobile app.
- **Survey and certificates of attendance:** We developed a bespoke survey questionnaire including multiple choice and short answer questions. Individual certificates of attendance, including accurate CME points based on sessions attended, were sent automatically upon completion of the survey.



EUROPEAN VENOUS FORUM

3 Full Days
of Sessions

784
Total Registrations

21st Annual Meeting of the **European Venous Forum**

30 Abstracts

15 Exhibitors

I N N U M B E R S

38 Speakers



26 ePosters

50 Participating
Countries



312 Mobile App
Downloads

22
Shocklogic
Team Members
Involved



RESULTS

The conference was a great success, and we had wonderful feedback from the client throughout the process.

In the lead-up to the event, EVF shared our images of their mobile app along with the tweet: **'Great APP and platform and A GREAT TEAM Shocklogic!'**

On the first day of the event, they shared an image of their virtual lobby and tweeted 'Wonderful platform, great quality broadcast!'

In closing the event, Professor Andrew Nicolaidis, Chairman of the Board of EVF had these kind words to say about us:

"Special thanks go to Shocklogic and all the staff for their patience, their persistence, their teaching, and professionalism. Shocklogic has given us a remarkable simulation of reality, and we are very thankful."

Shocklogic

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