



JUNE 24TH & 25TH, 2020 | VIRTUALLY

HCEA Virtual Innovate Breakout Topics and Descriptors

- **Hybrid Strategies – Powering the Future of Conventions in the New Normal**
 - We all expect (and hope) that live conventions will return at some point in the near future. However, we know that these challenging times will probably drive permanent change in HCP behaviors and expectations for convention engagement. This may include HCP expectations for continued virtual offerings to complement live conventions, fast-forwarding a trend already in the works to accommodate the realities of their travel and schedules.

To maximize brand engagement the healthcare industry will need to embrace the “new normal” and consider hybrid strategies that recognize the unique opportunities of live and virtual but work together in a cohesive and singular voice.
 - This breakout will be a lively discussion on the predications, expectations, and possible strategies for a Hybrid Future.
 - **Discussion leader: Steve Mapes Impact XM**
- **Getting Attendees On Board and On Site for F2F Events**
 - Just because we CAN fly now, doesn't mean everyone WANTS to. Brainstorm with your peers on what it will take to help attendees feel comfortable registering for a F2F event in the future. What can they tell their leadership about the value in attending physically, and why in some cases, it's the best way to go (with precautions in place, of course).

- **Checklist Workshop: Working on your health security plan?**
 - Join this Idea and best practice exchange for developing show participation assessment and developing health security plans.
- **Calculating ROI for Virtual Events: BDPs, Tactics, What Metrics Actually Matter?**
 - We're all accustomed to measuring success at our events, but what measurement approaches are we leveraging to keep programs funded, keep messages out there, and stay connected to HCP audiences in this brave new world of virtual?
- **Advocacy Workshop: Keep the Momentum Going Post Exhibitions Day**
 - Have you ever written or called your state and federal representatives? Is your inner civic-minded persona itching to break free in a way that will support our industry's return to health? Join colleagues to learn where resources like templates and data can be found, and brainstorm new ways to get/keep our industry a priority on our government's radar.
- **Regionalization: Yes or No?**
 - In a world that currently limits capacity, are you considering regionalization strategies for F2F events? Small ballrooms, road shows, and pop-ups are engagement tactics being explored by major brands across different verticals. Which ones would be appropriate and meaningful for the HCP audience? What are the barriers to this updated model? What are the advantages to bringing brand stories within driving range of population centers, big and small? What can we learn from these events as the industry recovers?
- **Longer Than 3 Days: Driving Virtual Attendance Beyond Traditional Show Dates**
 - One good thing about going virtual is that it removes the time constraints of "show days." Attendees have much greater scheduling flexibility if a virtual event lasts beyond the traditional day pattern. What are ways to drive attendance since the "on-demand nature of virtual" removes the sense of "must" attend? Further, what are creative ways that we can help attendees and colleagues battle virtual fatigue? In a world of infinite possibilities and no limits on time- have we explored the impact to people

resources behind the curtain? Discuss how you are rethinking your exhibiting approaches to make the most of this opportunity.

- **Striking the Right Tone in a COVID-19 World**

- When we have exhausted our ability to pivot, what is the right way to message to HCP audiences, now and in the future? This peer group will focus discussions on the delicate balance of sharing brand stories that will resonate in a world where the stakes are high, and HCP's are under unprecedented financial, emotional and scheduling pressures.

- **Bridging the Marketing Partnership Gaps**

- Where do the priorities of exhibitors, attendees and associations intersect in our evolving virtual environment landscape? In this breakout, we'll identify potential conflicts and think up strategies to make better connections.