

Children's Oncology Group – Virtual Conference

Virtual Solutions – Client Case Study





"metroConnections was a wonderful partner for Children's Oncology. They were organized, supportive and flexible to meet the group's needs. All on the COG team were grateful for the guidance, follow through and attention to every detail. The COG Group Chair said this meeting "vastly exceeded his expectations," and that's the best feedback I could ask for."

– Christine Bevins | HelmsBriscoe
Director, Global Accounts

Scope of Work

Custom Virtual Conference Portal - featuring
Fully branded Children's Oncology Group Virtual Group Meeting portal, SSL encryption, (6) tabs of content including, scrolling sponsorship banner, (5) days worth of programming, an exhibitor hall, (150+) healthcare presentations, a (2) category (15) poster presentations with authors work and extensive On-Demand Content library

Poster Presentations

- 15 Medical Posters broken out by within (2) distinct medical categories – CRA Poster Sessions and Pharmacy Poster Sessions
- Each included full abstract introduction, methods, results and conclusions, direct poster download and ability to contact authors

Data Capture

- Collected First Name, Last Name, and email for all broadcasted sessions
- Tradeshow booth analytics

Presentation Management - 5 days of LIVE presentation

- Live Keynote presentations & Panel presentations
- 150 presentations, breakouts and roundtables

On-Demand Content

- Varying presentation content broken out by day as well as industry
- Pre-recorded content available immediately, and recorded content available post-conference
- (11) Disease committee chair reports
- Industry Relations Symposium & General Sessions

Virtual Exhibitor Hall

- metroConnections created over 11 sponsor virtual exhibits working with the individual exhibitors for "touchpoint" content collection, branded booth creation and engagement
- Creation of sponsor levels: Platinum, Gold, Silver, and Booth-Only
- Varying levels of booth sizes

metroConnections

1650 W 82nd St. Suite 125, Minneapolis, MN 55431
800.747.8687 | 612.333.8687
www.metroconnections.com
info@metroconnections.com

Let's Plan Your Next Virtual Conference

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