

The BSR Virtual Meeting Success Story

“It was a huge triumph, and we were glad to have had such a great platform behind us.”

Toni Geary, Head of Events, BSR

About BSR

The British Society for Rheumatology is the leading UK specialist medical society for rheumatology and musculoskeletal care professionals. BSR's mission is to support members to deliver the best care at all stages of the rheumatology care pathway, focusing on communication, transparency, and collaboration. BSR offers its 2,200+ members professional support through a variety of methods. These include an extensive programme of events and education, two medical journals, a variety of research grants, educational bursaries and fellowships, clinical audits, guidelines, and projects such as mentoring and assistance with quality review. As a leading voice for the specialty, BSR is also committed to lobbying for members and the profession.

Conference Overview

The Annual Conference of BSR is the flagship event for UK rheumatology specialists and musculoskeletal care professionals. The global Covid-19 pandemic forced BSR to go from onsite to online with their three-day annual congress. CTI was chosen to help BSR plan and produce their Virtual Annual Conference from the 26th-28th of April 2021.

The BSR Virtual Conference in Numbers

- ✓ 3 days Virtual Conference
- ✓ 1.600+ Online Attendees
- ✓ 190+ Presentations
- ✓ 200+ ePosters
- ✓ 70+ Sessions
- ✓ 250 Scientific Abstracts linked to Program
- ✓ 20+ Sponsors & Exhibitors
- ✓ 5 Concurrent Live Channels

The Components & Services Used

Virtual Platform

- ✓ Scientific & Industry Programme
- ✓ Advanced Searching Filters
- ✓ Live Chat & Q&A
- ✓ Live Video Chat
- ✓ Polling
- ✓ Networking Lounges
- ✓ Playlist Tool
- ✓ ePoster Gallery
- ✓ Attendees' Directory with 1:1 Contact Options
- ✓ Customised HTML Pages
- ✓ Virtual Exhibition & Booths
- ✓ Sponsors' Opportunities
- ✓ Self-Service Exhibitor Portal
- ✓ Scheduling & Pre-recording of Presentations
- ✓ Streaming of Pre-recorded & Live Content
- ✓ 5 Concurrent Virtual Channels
- ✓ Hosting On Demand
- ✓ API for Registration

Abstract & Programme Management

- ✓ Abstract Submission
- ✓ Abstract Review
- ✓ Session Submission
- ✓ Session Review
- ✓ Notifications
- ✓ Programme Planner

ONE Platform for a streamlined end-to-end workflow

BSR has been using CTI's **Abstract & Programme** Management since 2014. Among the reasons BSR chose CTI was its ability to manage all the vital components of their meeting in a single platform, avoiding multiple management teams and integrations while reducing stress and costs. All the meeting data can be administered from one administrative interface while all attendees, exhibitors, and presenters have one point of contact. With an API, CTI could link BSR's registration provider to show an updated list of registrants and populate related fields in other dashboards to show, for example, which speaker had already registered.

Click [here](#) to find out how you can manage all your meeting components on ONE Platform.

The BSR Workflow

After the meeting is set up, BSR invites chairs to begin proposing sessions. Once sessions have been reviewed and approved, authors can submit their abstracts which are then reviewed. Those that are approved are placed into the sessions. The flexible and user-friendly submission and review sites are configured to BSR's long-standing workflow with clear guidelines for each step. All BSR meeting roles are directed to the Participant Portal—a single place to track all the tasks related to their contributions. It also shows the notifications and reminders that have been sent by email. The Portal can be particularly useful for participants with multiple roles and allay any fears that an important email has been caught in a spam filter or overlooked. The design for both the Portal and the Virtual site were customised to reflect BSR's brand and colours.

When the time came to set up the **Virtual Platform**, the BSR team could easily administer all the key components of their meeting from one place without switching between different systems, integrations, or time-consuming manual processes.

Fully Customisable User Interface & Navigation

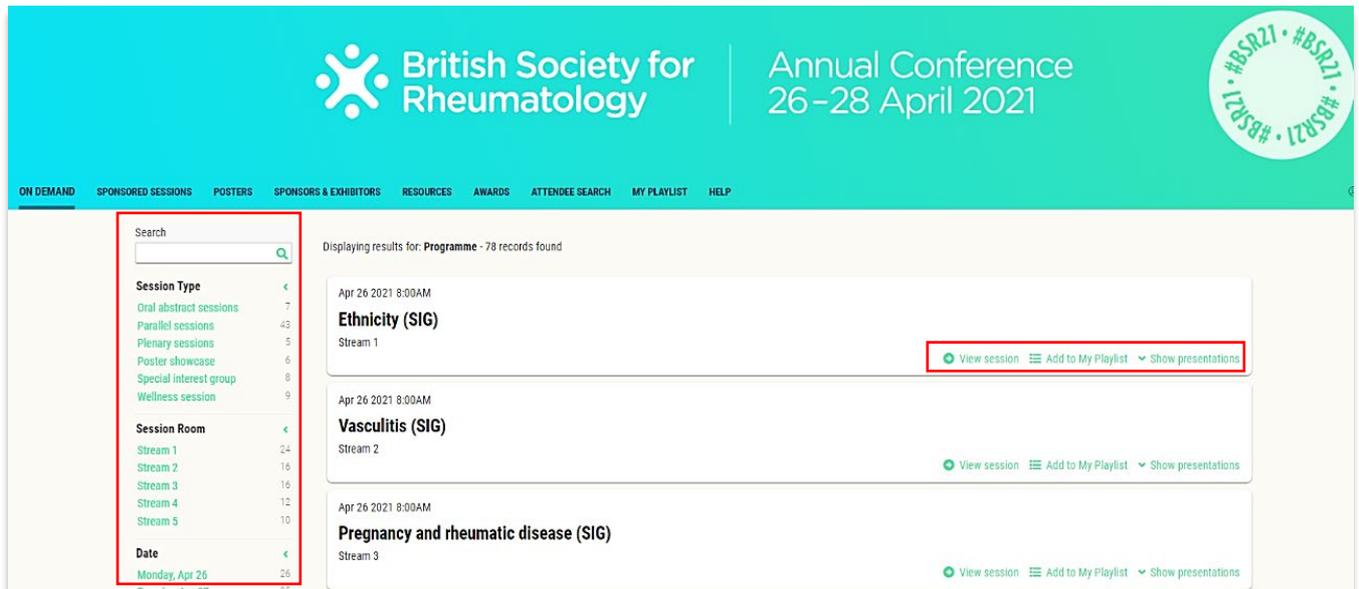
When setup began, BSR took full advantage of the CTI virtual platform's customisation capabilities—for the Home Page, the Navigation tabs, and other gateways to the meeting content. The logos, fonts, colours, and terminology could then reflect BSR's brand identity. CTI customisation extends to filters, categories, and topics for Sessions, Presentations, ePoster galleries, and Exhibitor booths and Sponsors in the Virtual Expo Hall.

Tools to increase Searchability and Content Consumption

BSR has always focused on educational and scientific content in providing a high-quality program. BSR used CTI's left-hand column filters to allow participants to browse by session type, session room, and date to facilitate searchability and access to the content. Attendees could also use a search box with multiple filters to narrow results.

When viewing on-demand sessions, attendees also had options for accessing the content. They could either click on the session directly to view it from beginning to end or access each presentation directly. This option allows attendees to be more efficient when they watch sessions again if they want to review only a few presentations.

CTI's Playlist tool is another tool that can maximise content viewing. Rather than force attendees to choose between concurrent sessions, they can simply watch one in real-time and add the other to their Playlist to view later at their convenience. With Playlists, attendees can curate itineraries totally geared to their interests.



BSR On-demand programme page with options to filter, view session, see presentations, or add to Playlist

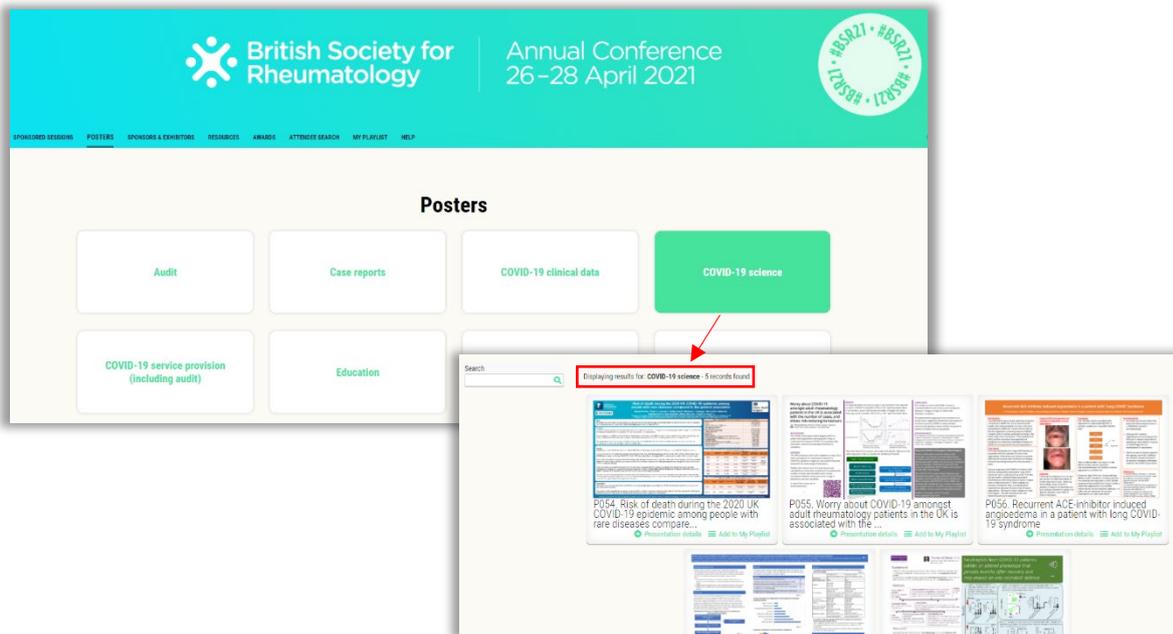
We are happy to show you how to make the most out of your content. All you have to do is **contact us** to book your live demonstration!

“The quality of the program was not impacted by the fact that the Conference was held online. It was very easy to navigate, and 90% of the attendees said that they would attend our Annual Conference again, so that is fantastic! This is a very similar number to what we have seen in our face-to-face Conference, so I am very pleased with that.”

Toni Geary, Head of Events at BSR

ePosters Gallery

BSR’s ePosters gallery offered attendees several different ways to find ePosters of interest. An opening gallery page offered “cards” with topics that would narrow down all relevant results on the next screen. Attendees could use the search box to narrow results further by keywords. BSR allowed presenters to upload one-page posters with the option of displaying the related abstract. However, to increase interaction and ePoster presenters’ visibility, BSR scheduled Live ePoster Showcase Sessions, where attendees had the opportunity to ask questions to the presenters in real-time.



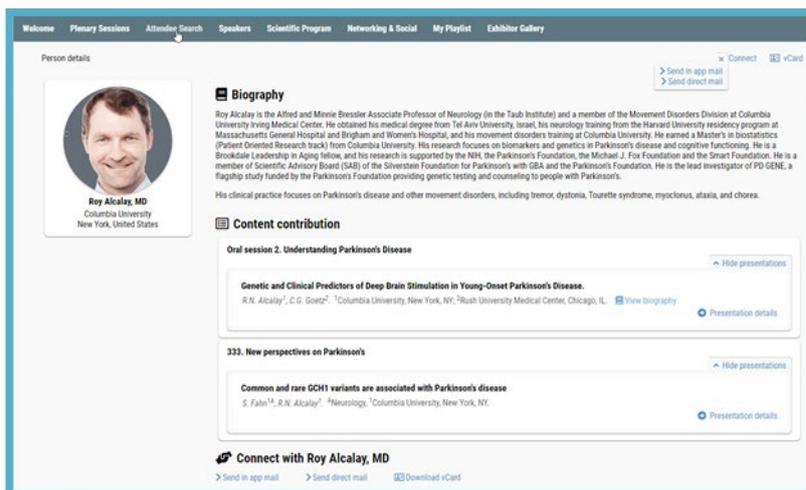
Are you looking for a flexible ePosters Management Solution? [Contact us](#) to see our solution!

Networking Lounges & Attendee Central directory

Networking was one of the main aspects of the Conference. BSR managed to maximise interaction and engagement between attendees using CTI's networking tools and options. Using the platform's customisable template cards, BSR created topic-focused lounges where attendees could access resources and chat with experts or join live video meetings via Zoom. BSR also created a Virtual Pub where attendees could meet their friends and colleagues in a more casual environment to interact. For the Virtual Pub, CTI integrated with Wonder. In this customisable networking tool, participants can chat, join live video discussions with other participants in the room, or schedule personal live meetings and invite other participants.

BSR took advantage of one of CTI's latest developments, "Attendee Central," to maximise engagement. Attendee Central is a GDPR-compliant tool that connects Attendees, Speakers, and Exhibitors. When logging into the platform for the first time, each user is prompted to select the data they would like to share with the rest of the participants and options for how they want to be contacted (email, chat, video chat, etc.)

Looking for GDPR compliant Networking tools? [Find out more](#)



Interaction in Scientific & Industry Sessions

To promote interactivity in the Scientific and Industry program, BSR used moderated chat. The chat "moderators" were BSR staff who received questions from the attendees. Only the comments or questions approved by the moderators were seen by the chairs which then decided whether to them on to the speakers. For interaction, BSR also offered Presenters the option to poll attendees with predefined questions. Attendees could simply click on a button to participate in the poll and then see the results.

Interested in making your Conference more interactive? We can tell you [how](#)

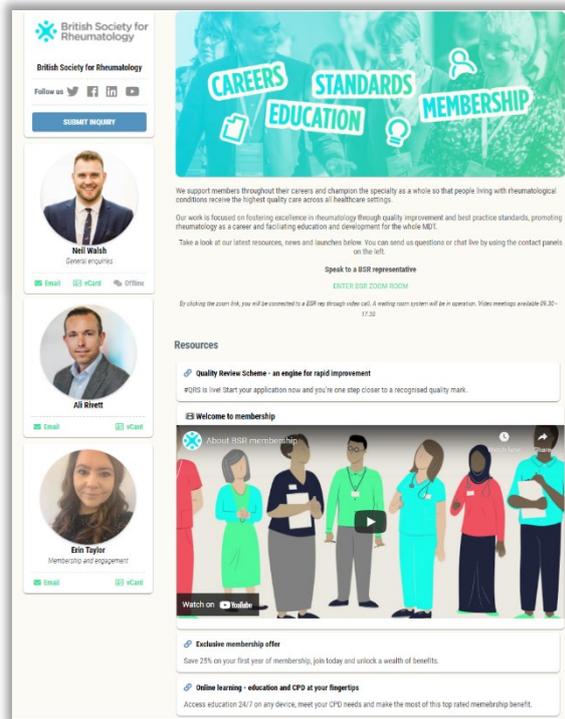
Exhibitors & Sponsor Opportunities

BSR could customise their exhibitor directory with cards that displayed logos, according to the exhibition package purchased. CTI Booths features include banners, resource links, product videos, and a button to submit an inquiry. Booth representatives are also prominently featured with the opportunity to chat, email, or download a vCard. With these assets, the booths can feature social media, product logos, and sponsored sessions. BSR used the CTI 2D booth templates. All exhibitor booths were configured limits that corresponded to the sponsorship package purchased.

Sponsors could purchase placement for their banners. In premium locations, BSR could rotate banners. BSR also offered logo display for sponsors and exhibitors visible on the Conference’s welcome page.

The creative for the banners and booth contents were uploaded directly by the Sponsors and Exhibitors via the CTI Self-Service Exhibitor Portal. Sponsors could also edit and preview their booth and content by logging into the Portal. This is also where they could access real-time statistics on booth and banner activity, including the names of the clickers (if they had given prior permission)

Learn more about CTI Exhibition tools and Sponsors’ opportunities [here](#)



Live, Prerecorded and On-demand Content

The Annual Virtual Congress of BSR included planning and managing a complex three-day scientific program with five parallel streams, 190+ speakers, live and prerecorded talks, live networking/polling/Q&A, hosting digital content such as ePosters, abstracts, special interest group content, and sponsorship and exhibition pages. CTI's long-term partner ESTENSIS in collaboration with CTI, managed all the production. CTI created detailed guidelines for speakers, presenters, chairs, and exhibitors and provided technical support before, during, and after the meeting.



British Society for Rheumatology | Annual Conference 26-28 April 2021

SPONSORS & EXHIBITORS RESOURCES AWARDS ATTENDEE SEARCH MY PLAYLIST HELP

Oral abstracts: COVID-19
 Wednesday, April 28, 2021, 3:30 PM BST 1h 30m Stream 5

British Society for Rheumatology - Q&A - COVID-19 from Virtual Meetings
 7 of 7 7 - Q&A

Presentations in this session

Risk of death during the 2020 UK COVID-19 epidemic and annual influenza seasons among people with vasculitis compared to the general population: a whole-population study using data from the NDRS and the RECORDER project
 Megan Rutter¹, Peter C. Lanyon², Matthew J. Grainge³, Richard B. Hubbard³, Emily J. Peach³, Mary Bythell⁴, Jeanette Aston¹, Sarah Stevens⁴, Fiona A. Pearce¹,
¹University of Nottingham, Division of Epidemiology and Public Health, Nottingham, UNITED KINGDOM, ²Department of Rheumatology, Nottingham University Hospitals NHS Trust, Nottingham University Hospitals NHS Trust, UNITED KINGDOM, ³Division of Epidemiology and Public Health, University of Nottingham, Nottingham, UNITED KINGDOM, ⁴National Congenital Anomaly and Rare Disease Registration Service, Public Health England, London, UNITED KINGDOM.
 4:23 PM - 4:35 PM BST 12m [View abstract](#) [View biography](#) [Add to My Playlist](#) [Presentation details](#)

Evaluating the impact of COVID-19 on patient access to rheumatology services, medication and future care: a nationwide study of more than 2,000 patients
 Chris Wincup^{1,2}, Raj Amarnani², Ian Giles^{1,2}, ¹Rheumatology, University College London, London, UNITED KINGDOM, ²Rheumatology, University College London Hospital, London, UNITED KINGDOM. 3:59 PM - 4:11 PM BST 12m [View abstract](#) [Add to My Playlist](#) [Presentation details](#)

Example of an on-demand session

All the content was also made available on-demand and hosted on the Platform for three months to promote content consumption and extend the value of the Virtual Conference. Attendees that did not have the time to watch all sessions of interest during the Conference could then access the platform to watch the sessions they missed. Additionally, members and non-members could then purchase a pass and enjoy all the content on-demand. Passes for the BSR Conference can be purchased [here](#) as all content is still available on-demand until the 30th of July.

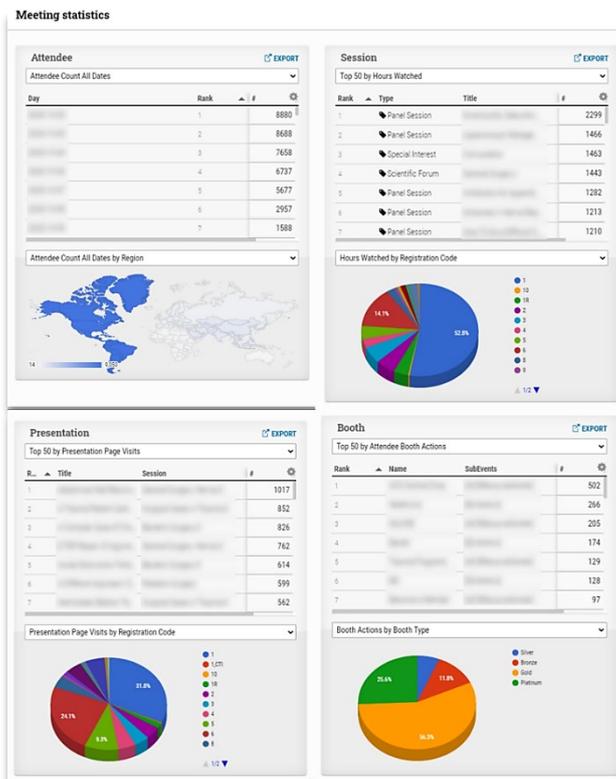
“Having prerecorded presentations and live Q&As was definitely the way to go! It all worked extremely well, and no one could tell that they were not happening at the same time. Q&A allowed attendees to ask questions live, which promoted engagement. Also, the process happening on the backend was very straight forward which did not make it a challenge for speakers and moderators. They all felt like they were looked after in the green room, and it turned out to be a really positive experience”.

Toni Geary, Head of Events at BSR

Meeting Analytics

Through CTI detailed Analytics Dashboards, BSR Staff was able to have an in-depth overview of all the meeting data:

- ✓ At-a-glance dashboards for top ranking sessions and presentations by page views, hours watched and attendees watching – segmented by region or registration code
- ✓ Attendee dashboard to see the unique or total number of attendees by meeting and post-meeting dates – segmented by region, registration code, and member type
- ✓ Booth and sponsorship dashboards to see booth activities, links clicked, and impressions by name (if attendee permits) - segment by region, registration code, member type, booth level, and gallery type (e.g., non-profit, profit, association’s own)
- ✓ BSR and exhibitor staff could export all data for further analysis, pivot tables to help future planning.



Click [here](#) to RSVP for CTI’s Webinar on how to find Gold in your Meeting Data and know your attendees like never before!

Technical Support & Project Management

The Project Management Team, the Foundation Team, and the Help Desk comprise the core of the Client Services Team (CS). The teams assisted in the planning, execution, and support throughout the meeting development process. All contracted specifications for the CTI products and services were contained in the configuration document and timelines defined in collaboration with BSR. Regular check-in calls were used to deliver support with a focus on the pertinent stage in the timeline.

With an office in Vienna, CTI has support resources available during European business hours. These can be supplemented after-hours with the US Help Desk.

“Project Management and technical support offered by CTI is one of the main reasons why we chose CTI. We knew that you would “hold our hands” and look after us along the way. The fact that we were able to schedule meetings and daily catchups at any time during the last week was very valuable for us. Not all platforms were able to provide us these services. Your response time to our queries was great, and you were always available. The fact that CTI also has a US team meant that we had 24/7 support, which was extremely helpful, especially during the last week. We are very pleased and thankful for all the support you provided us.”

Isabelle Hanley Timmins, Events Manager at BSR

Want to be our next Success Story?

Our account executives are looking forward to your call or email.

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