

Virtuelle Veranstaltungen | Best Practice

Oliver Heinke, Ausstellungsleiter / Mitglied der Geschäftsführung



Wer wir sind

INTERPLAN Congress, Meeting & Event Management AG



- PCO seit über 50 Jahren
- Mehr als 3.000 Veranstaltungen
- 60 – 80 Kongresse und Events pro Jahr in Deutschland & Europa
- 100 Mitarbeiter an 4 Standorten

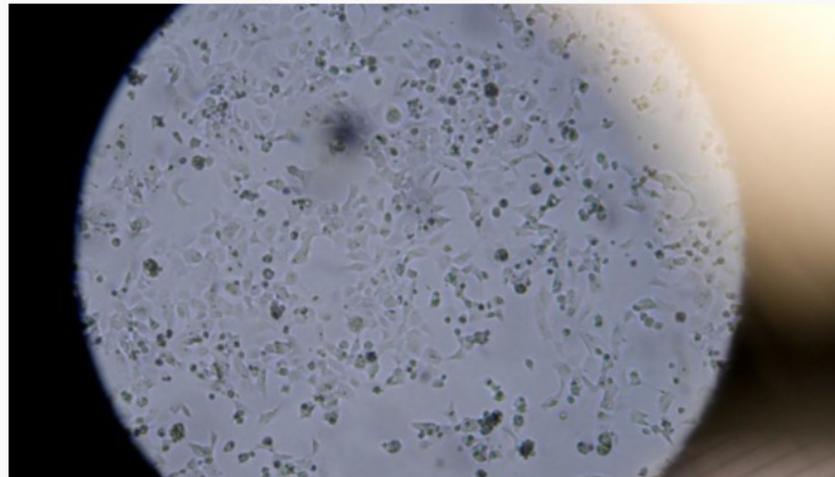
Unsere Leistungen

- Projekt-Management
- Budget / Vorfinanzierung
- Ausstellung und Sponsoring
- Hotel-Service
- DMC / Social Events
- Registrierung
- Marketing / Social Media / Webpages
- Association Management
- Virtuelle Kongresse

www.interplan.de

Newsticker > Vor einem Jahr informierte China die WHO über erste Corona-Infektionen

Vor einem Jahr informierte China die WHO über erste Corona-Infektionen



Von Sars-CoV-2 befallene Zellen unter dem Mikroskop
© © 2020 AFP

31.12.2020, 04:08 Uhr

Am Donnerstag jährt sich der Tag, an dem China die Weltgesundheitsorganisation (WHO) über die ersten Corona-Infektionen informierte. Die chinesischen Behörden setzten am 31.

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Time for
other w



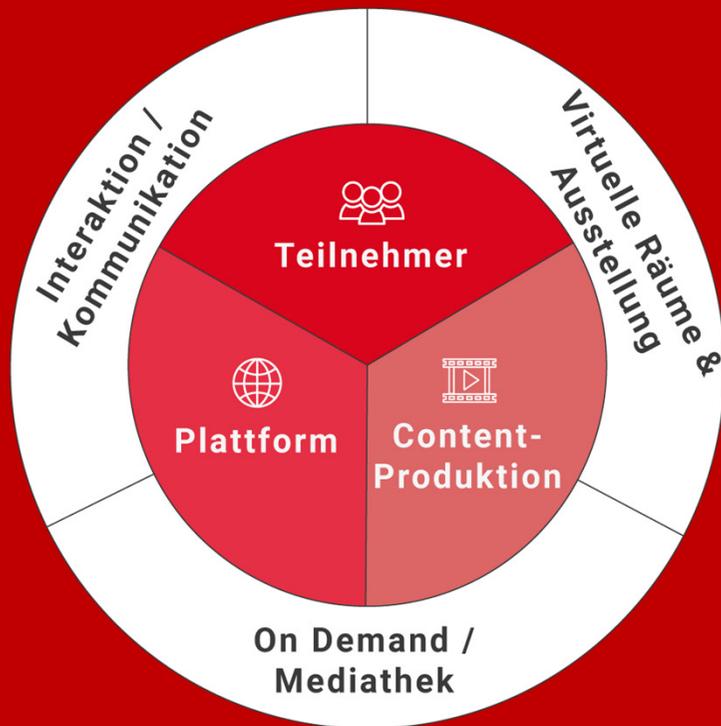
... Unsicherheit, Zeitdruck, Lösungssuche



Fragezeichen: <https://www.pinterest.de/pin/159526011784536559/visual-search/>

Hour glass: <https://pixabay.com/de/photos/sanduhr-zeit/stunden-uhr-eieruhr-62039/>

Fragen über Fragen...



Infrastruktur, Kommunikation & Inhalte

- Was wird genau benötigt?
- Ziele?: Kollaboration, Präsentation, Interaktion?
- Formate, Layout und Zeiten?
- Parallelsessions und Räume?
- Zielgruppe und #Teilnehmer, Moderator?
- WIFI-Anforderungen, Bandbreite, Redundancy?

Plattform und Ausstellung

- Ausstellungs- und Brandingmöglichkeiten
- Potenzielle Partner
- Interaktionsmöglichkeiten, Gamification, Polling, Q&A
- Integration weiterer Applikationen via APIs
- Einfachheit der Anwendung für alle Beteiligten



Fragen über Fragen...

Streaming & Plattformen

- Partner und Plattformen (YouTube, Vimeo, etc.)
- Studio, Green Screen und / oder Remote?
- Live, semi-live / pre-recorded, on demand, Mediathek?
- KongressTV, Moderator?

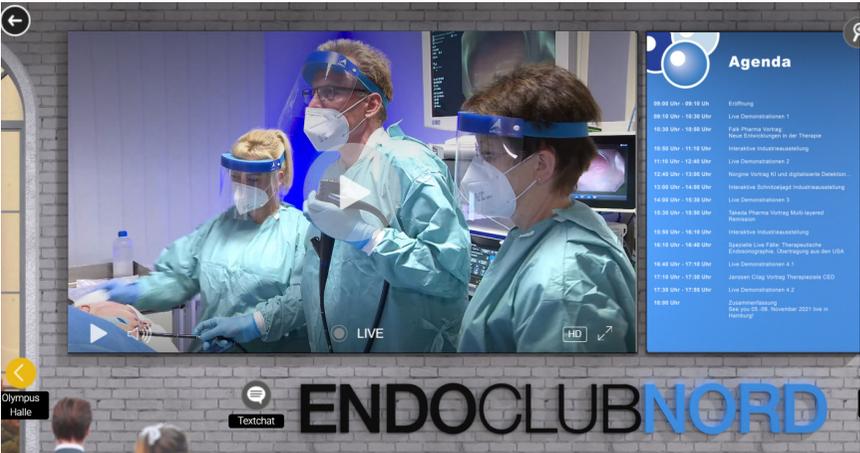
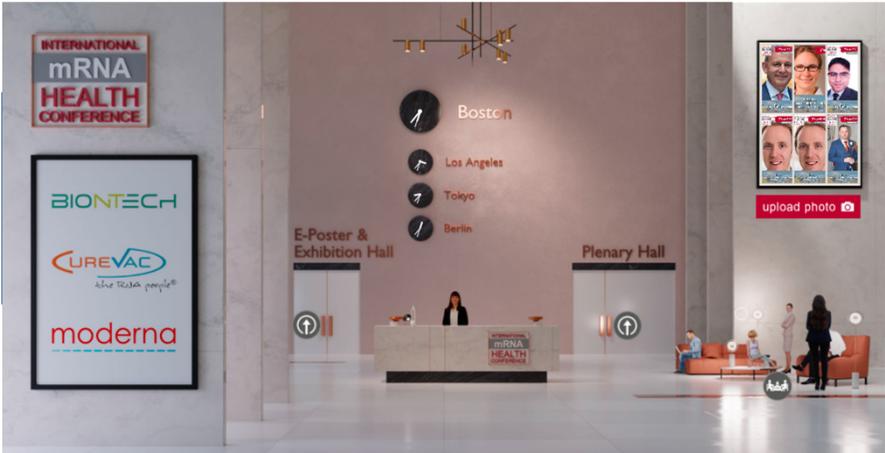
Finanzierung

- Kosten, Preise und Einnahmen
- Stornierungskosten bei Hotels, Venues, Partner

Rechtliches

- Force Majeure?
- Gemeinnützigkeits- und Steuerrecht
- Zugangskontrolle, CME, Compliance, GDPR, HWG, Urheberrecht
- Cyber Security, Tracking, Analytics, Lead Retrieval

Startseiten / Landing Pages

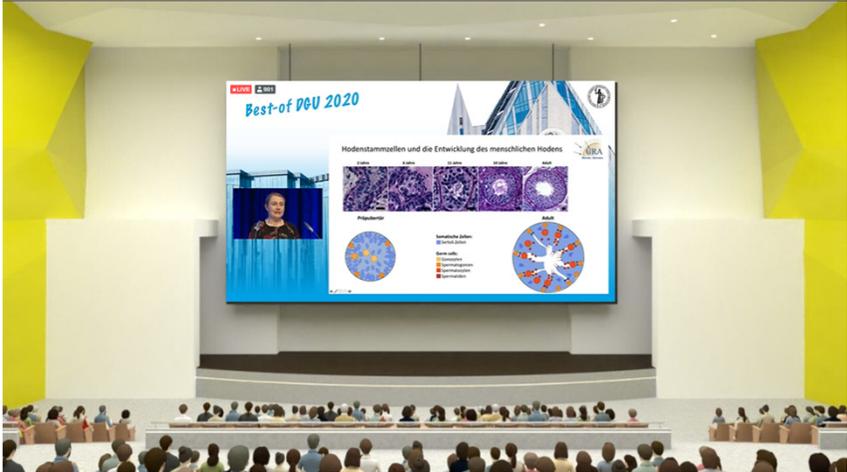
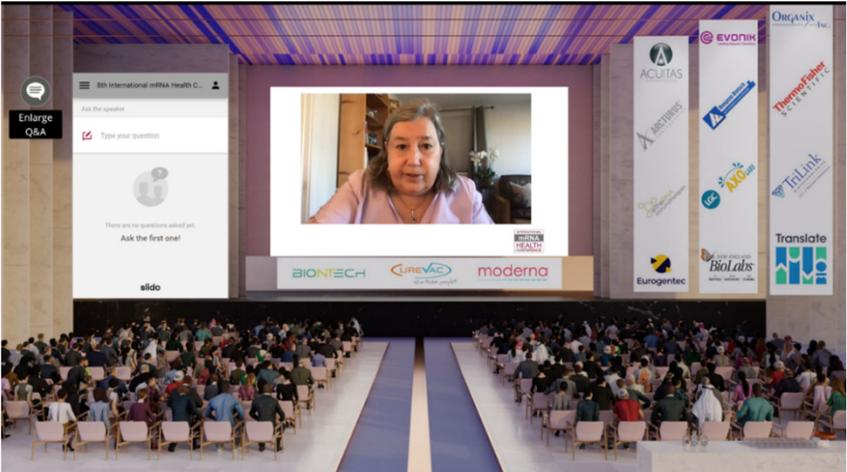


Oder mal etwas ganz Anderes



Startseiten / Landing Pages

Streams / iFrames



EASD VIRTUAL MEETING SCIENCE

My Profile

Live Events Programme at a Glance EASD Plaza Poster Events My Meeting Today's Highlights

EASD (LIVE)

Hall A1 | 10:00-10:45 | EW010 - PK/PD in special populations: do we need to approach neonates, children and pregnant women | Chair: Helen Burton, Irma Ijzerman

Presentation

Prof. Aron Casadevall

Sepsis in low- and middle income

Questions & Answers 3 | Interactive Polling 1 | Evaluation 1 | Access other Live Sessions 12

Name: _____

Ask a question...

Clear

INDUSTRY

Presented by **INTERPLAN**

Industry Hub

Symposia

Trending Products

Topic

Live underappreciated cause of the brain region connected

Moderator: Expert:

Inner Circle Participants

Empty seat

Current Question

Placebo end point was the rest had had a dose?

A circular interface with a central topic and surrounding participant avatars.

In Action: Content-Produktion



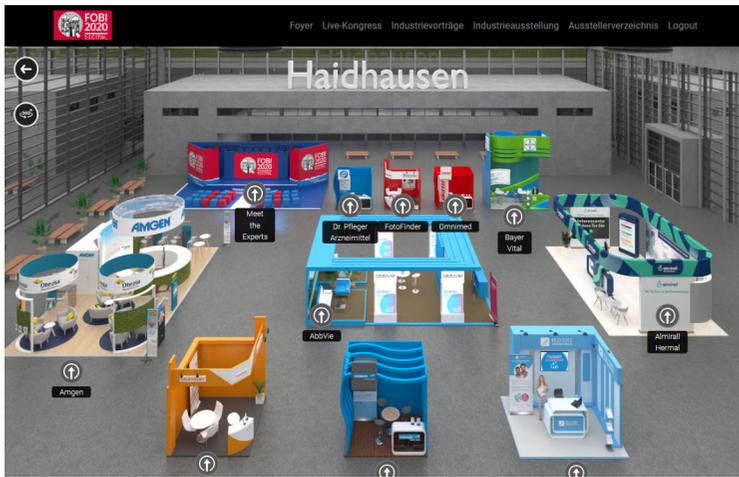
Ausstellung / Interaktion / Leads



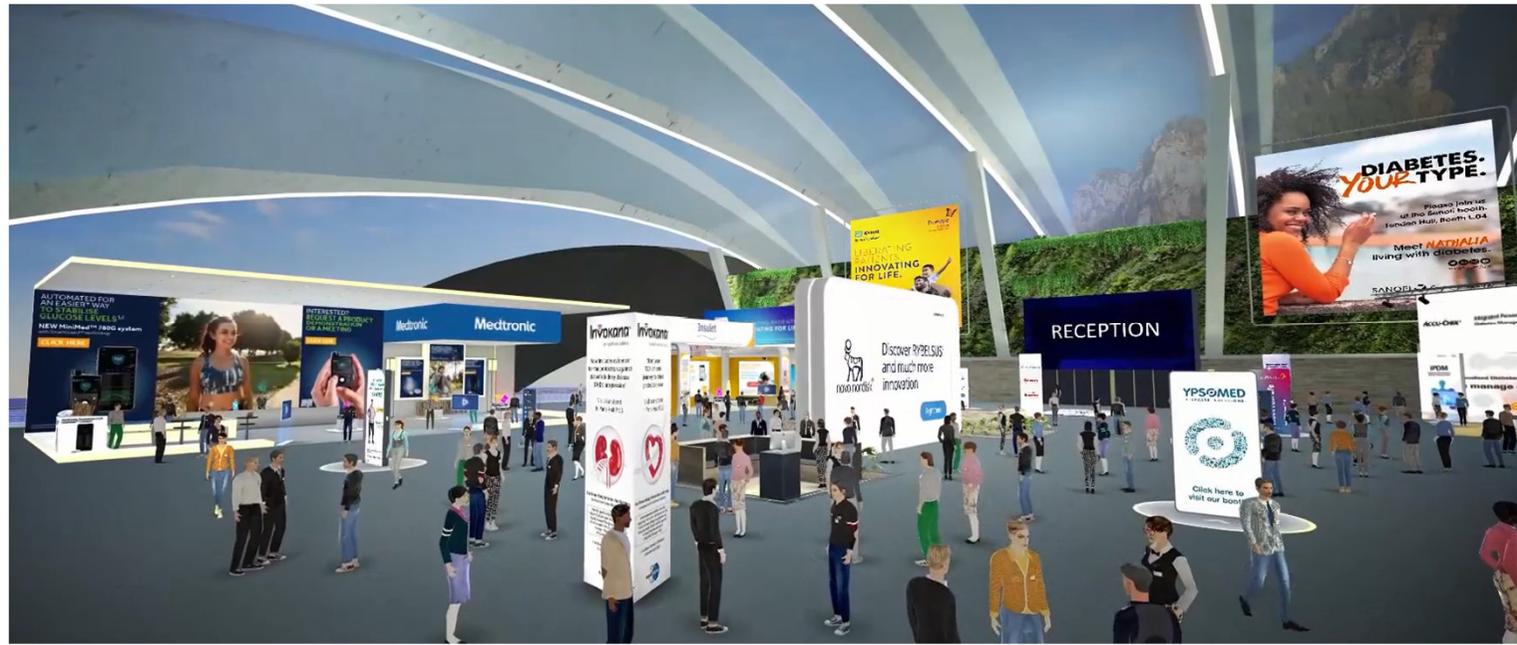
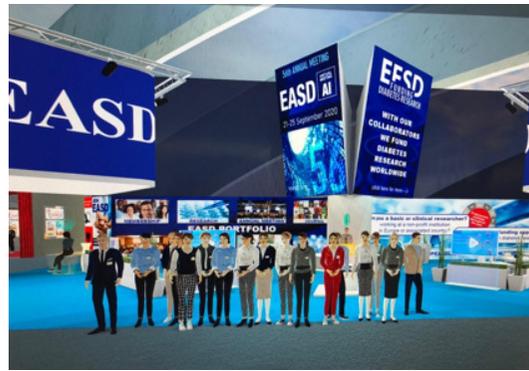
- ✓ Kommunikationstools
- ✓ Networking & Matchmaking
- ✓ 1:1 Video-Chat
- ✓ Text-Chat
- ✓ Symposien



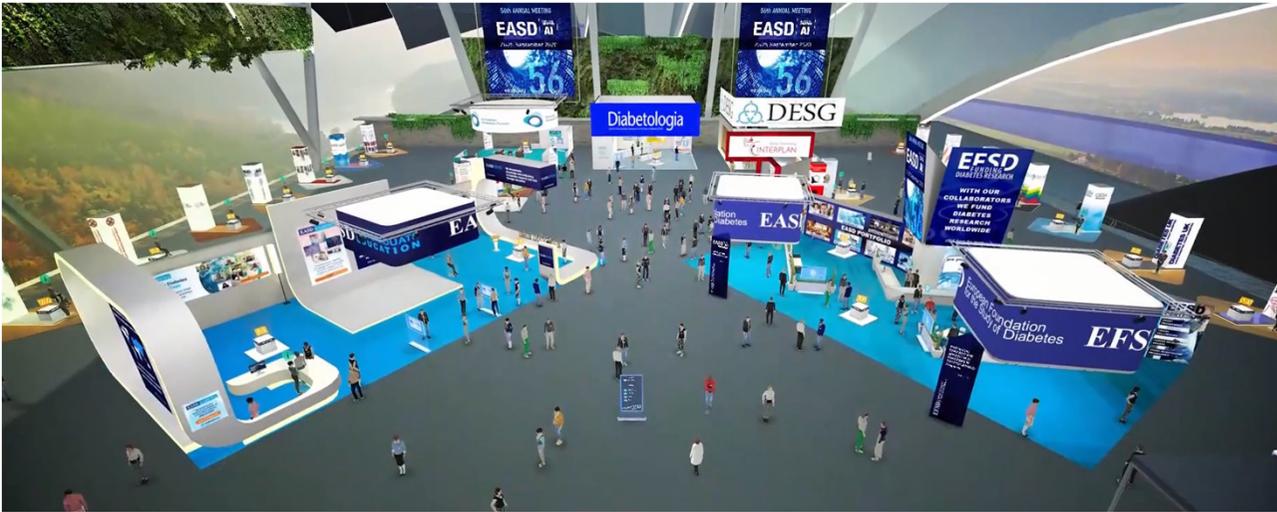
- ✓ Visitenkartenoption
- ✓ Kontaktformular
- ✓ Tracking



Weitere Beispiele Industrieausstellung



3D Welt mit Avataren



3D Welt mit Avataren

Firmenverzeichnis / Profile

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 Industry Hub | Symposia | Trending Products | Sponsor Directory

Roche Diabetes Care GmbH

integrated Personalised Diabetes Management

Join us for our symposium titled "Personalising the management of diabetes and its complications" Monday, September 21st, from 12:30 - 14:30, Salzburg Hall

Company info

Our vision at Roche Diabetes Care is to help people with diabetes think less about their diabetes...
 Contact: Roche Diabetes Care GmbH, Sandhofer Str. 110, 6200 Mannheim, Germany
 E-Mail: global_diabetes_care@roche.com
 Website: www.roche-diabetes.com

ask a question | leave your business card

PERSONAL LIVE MEETINGS

<p>Accu-Check Solo / Accu-Check Instant</p> <p>Meet Thomas Beyer and Oliver Koch for Accu-Check Solo and The Welcome for Accu-Check Instant on the following dates: Monday, 10:30 am - 11:00 am 10:00 am - 11:00 am 11:00 am - 12:00 pm 2:00 pm - 3:00 pm please see our full meeting programme at: www.roche.com</p> <p>Report meeting</p>	<p>RocheDiabetes InsulinCare / RocheDiabetes Care Platform</p> <p>Meet Heather Ocker and Axel Tarnowski for RocheDiabetes InsulinCare and Axel Tarnowski for RocheDiabetes Care Platform on the following dates: Friday, 10:00 am - 10:30 am 11:00 am - 11:30 am 2:00 pm - 3:00 pm please see our full meeting programme at: www.roche.com</p> <p>Report meeting</p>	<p>mySugr</p> <p>Meet Sarah-Marie Rother, Wa Glatzer and Jan-Andreas Klotz for mySugr on the following dates: Friday, 9:30 am - 10:30 am 11:00 am - 12:00 pm 2:00 pm - 3:00 pm please see our full meeting programme at: www.roche.com</p> <p>Report meeting</p>
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HEALTH & DIGITAL SOLUTIONS

<p>Remote Patient Monitoring module</p> <p>Discover how Roche's healthcare professionals are providing efficient and remote personalised care when the patient is at home.</p> <p>Open External Link</p>	<p>mySugr</p> <p>Personalised data integration of leading BG meters (e.g. Accu-Check, OneUp, CGM systems (e.g. Eversense, iCG) as well as cloud-based integrations (Apple Health, Google Fit). New integrations: BG integration into RocheDiabetes Care Platform, with Novartis' and Novartis' ECHO Plus integration.</p> <p>Open External Link</p>	<p>mySugr Bundle</p> <p>Available in the U.S. and Germany, the mySugr Bundle is our all-in-one solution for people with diabetes, culminated by the accuracy to support daily therapy management.</p> <p>Open External Link</p>
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Meet the Expert: **Meet the Expert: Challenging the status quo: Addressing the need for therapeutic innovation in adult T2D patients with high HbA1c and helping them get to goal!**

Friday 25 September 2020
 Time: 10:30-11:00 CEST
 Speaker: Mandy Holulik

Sponsors: All from A-Z

Search companies

Abbott Weissbaden, Germany	AstraZeneca Cambridge, United Kingdom	BAYER Bayer, Germany
Boehringer Ingelheim Lilly Boehringer Ingelheim & Eli Lilly and Company Alliance Ingelheim, Germany	Lilly DIABETES Eli Lilly and Company USA	Lifescan Lifescan Inc. Molteno, USA
Medtronic Further, Together Medtronic International Trading Surf Tobuchwil, Switzerland	mundipharma Mundipharma International Limited United Kingdom	NOVARTIS Novartis CH-4056, Switzerland

Moving beyond the standard: tailoring care - in diabetes and obesity

Organized by GSK
 Joslin Hall
 16-09-2020 09:00 - 15:35
 1357 views

Content:
 John Cunningham (UK)
 Juris J Meier (Germany)
Welcome back
 Thomas Wadden (UK)
The role of IBT in weight management
 Ofri Mosenzon (Israel)
Weight management in people with type 2 diabetes on insulin
 Thomas Wadden (UK)
 Ofri Mosenzon (Israel)
Integrating weight management into type 2 diabetes care

▶ Watch Now ▶ Go to profile

387 views | 10 January 2020

Branding / Ads



EASD VIRTUAL MEETING
SCIENCE

- Programme at a Glance
- EASD Plaza
- Live Events
- Poster Events
- Explore content

INDUSTRY
Presented by **INTERPLAN**

- Industry Hub
- Symposia
- Trending Products

Diamond

Gold

Silver

Green

Special thanks for the generous support of "Tier 3: support for e-Learning and 360 days Virtual Meeting platform".

Gold

Silver

Green

INDUSTRY PRESENTER, P/L

Sanoofi-Aventis Groupe
AstraZeneca UK Limited
Boehringer Ingelheim International GmbH
Bayer AG
Mundipharma Ltd.
Abbott Diabetes Care
Medtronic International Trading Sarl
Ypsomed AG
Merck Sharp & Dohme Corp. a subsidiary of Merck & Co., Inc.
Eli Lilly and Company
DaiCom Inc.
Novartis Pharma AG
Roche Diabetes Care GmbH
Insulet Netherlands BV
AMRIIT - former Aegerion
Medtelligence, Inc. For Amarin Pharma
IMC Medcom for Gan Lee
LifeScan, Inc.
Merck Healthcare KGaA
Tandem Diabetes Care, Inc.
Diabeloop
Servier International - / Servier Affaires Medicales
IRIS Servier - WE Health
SOOIL Development Co., Ltd
Bio Preventive Medicine
A Menarini Diagnostics SRL
Influvo Medical Co., Ltd
Gilead Sciences Europe Ltd.
I-Sens Inc
Librium
Pikdare S.p.A.
Virves Medical A/S
Color de ma Vie
SNAQ AG

INDUSTRY Presented by **INTERPLAN**

Industry Hub Symposia Trending Products Virtual Exhibition Sponsors Directory

Meet the Industry

- Symposia & Meet the Expert at a Glance →
- Trending Products →
- Sponsors Directory →
- Virtual 3D Exhibition →

Symposium organized and sponsored by Akeion

Complement inhibition in neurological disease: can we prevent damage and regain control?

Key findings from phase 3 studies!

13:45-16:45
Sunday 24 May 2020

WE ARE PIONEERS IN NEUROSCIENCE

DON'T MISS BIOGEN AT THE **FRANCO2020 VIRTUAL CONGRESS**

CLICK HERE TO FIND OUT MORE

AD/PD 2021

March 9-14, 2021
Barcelona Spain

Medications, Clinical Strategies, and Promising Treatments of Neurodegenerative Diseases

AD/PD 2021

Click here to find out more

INDUSTRY Presented by **INTERPLAN**

Industry Hub Symposia Trending Products Virtual Exhibition Sponsors Directory

Trending Topics: Topic 1 Topic 2 **Top rated**

327 views

Some very long title of the video

Topic 1

87 views

Some very long title of the video

Topic 1

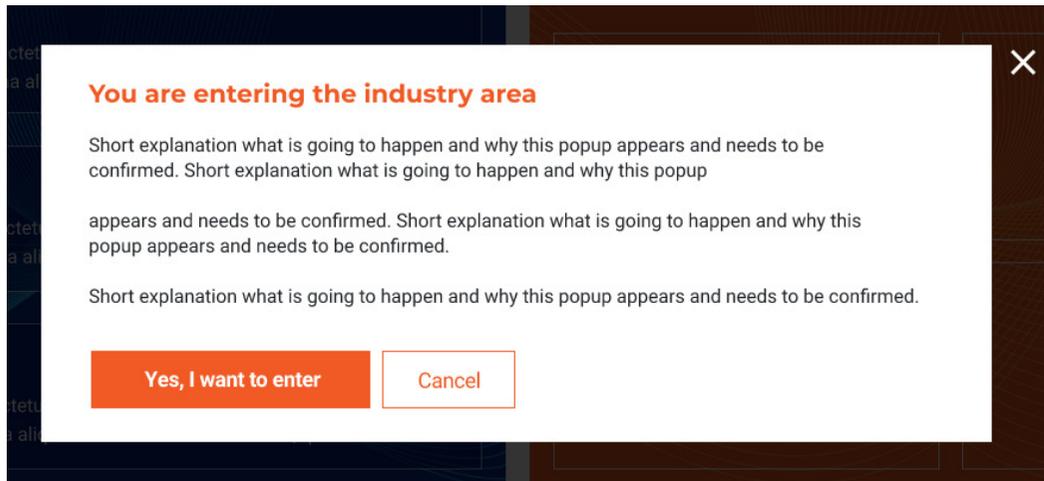
287 views

Some very long title of the video

Topic 2 Topic 1

YOUR AD →

Leads Retrieval / Consent Statements / Legal Disclaimer



You are entering the industry area

Short explanation what is going to happen and why this popup appears and needs to be confirmed. Short explanation what is going to happen and why this popup appears and needs to be confirmed. Short explanation what is going to happen and why this popup appears and needs to be confirmed.

Short explanation what is going to happen and why this popup appears and needs to be confirmed.

Please allow our sponsor to know that you were here

Optional short explanation regarding what will happen with user data and why this is collected.

Contact Data you are about to share

Email Address
First Name
Last Name
City
Country
Profession

Read and confirm terms and conditions below to enter

Terms & Conditions 1

1.2 The User undertakes to use the user account in a fair and proper way, in compliance with these General Terms and Conditions; he/she shall behave in a manner consistent with user account rules, laws and regulations in force, public order and morals, and the rights of third parties.

1.3 The User shall refrain from any behaviour that is illegal or would constitute fraud with respect to the

I hereby confirm the terms & conditions (My data can be solely used for statistic purposes)

Terms & Conditions 2

1.2 The User undertakes to use the user account in a fair and proper way, in compliance with these General Terms and Conditions; he/she shall behave in a manner consistent with user account rules, laws and regulations in force, public order and morals, and the rights of third parties.

1.3 The User shall refrain from any behaviour that is illegal or would constitute fraud with respect to the

I hereby confirm the terms & conditions (My data can be used by partners to contact me)

Interaktion

27 messages in groups 1 upcoming panel discussion 9 contact requests 8 CME Credits granted

My groups and clusters

Basic Research Clinical Research

My suggested clusters

Medical Practice Other Areas

New contact requests

Marco Simmons
Student of Medicine, Chicago
Session Chair
My interest lie in the fields of xyz. I am currently looking to find study companions in the field of xyz disorders. Feel welcome to
[Connect >](#)

Joanna Bert Roswell
Speaker
Latest Scientific and Clinical Understanding for the Treatment of Patients with Type 2 Diabetes is my hobby
[Connect >](#)

Up and running contents

LIVE
532 people watching
Unravelling beta cell dysfunction in type 2 diabetes: from the unpredicted to the unknown

NOW
Unravelling beta cell dysfunction in type 2 diabetes: from the unpredicted to the unknown

COMING
322 added this to their agenda
Unravelling beta cell dysfunction in type 2 diabetes: from the unpredicted to the unknown

My agenda

Tue, 22 Sept **Wed, 23 Sept** Thu, 24 Sept Fri, 24 Sept

08:30 - 10:00
S10 | Unravelling beta cell dysfunction in type 2 diabetes: from the unpredicted to the unknown
322 are going to watch this

10:30 - 12:00
S12 | Human islet transcriptomes to gain insight into diabetes: promises and pitfalls
322 are going to watch this

Recommendation based on your interests + add this

14:00 - 15:30
S23 | Human islet transcriptomes to gain insight into diabetes: promises and pitfalls
54 added this to their agenda

18:00 - 19:30
S 32 | Unravelling beta cell dysfunction in type 2 diabetes: from the unpredicted to the unknown
322 are going to watch this

See my complete programme >

My contacts

Annj

J'anns Bestoro Lucas
Student of Medicine, Chicago
[Connect >](#)

Mei-ann Qi Lin
Student of Medicine, Chicago
[Connect >](#)

- ✓ Profil
- ✓ Chat
- ✓ Kontakte
- ✓ Programmvorschläge
- ✓ Favoriten

Zeitmanagement bei virtuellen Kongressen



Zu beachten:

- Keine Medienannahme vor Ort → alles muss vorher stehen
- Minutiöse Ablaufplanung → nur kurze Pausen zwischen den Sessions
- Rechtzeitiges Einreichen von Unterlagen durch Referenten erforderlich
- Briefing für Referenten & Moderatoren vorab
- Genügend Vorlaufzeit für Firmen einplanen (Materialproduktion: Standinhalte, Banner etc.)
- Thema Hybrid → mehr Aufwand, sowohl virtuell als auch vor Ort

Lessons Learned

Vorteile

- Bei größeren Kongressen geringere Kosten
- Höhere Teilnehmerzahlen / höhere Reichweite / längere Verfügbarkeit
- Symposia waren gut besucht, sogar besser besucht als bei Präsenz VA
- Neue Technologien / Interaktionsmöglichkeiten
- Matchmaking
- AI / VR
- Tracking / Analytics

Lessons Learned

Herausforderungen

- Ausstellungsbesuch und Interaktion eher schwierig
- Hohe Unsicherheit / Dynamik => sehr hoher Beratungsbedarf => hoher Zeitaufwand
- Kurzfristige Änderungen nur schwer umsetzbar, alles muss nach Skript laufen
- Agiles Projektmanagement / hoher Kommunikationsaufwand / viel Abstimmung nötig
- Unsicherheit bzgl. Kosten und Einnahmen

Lesson Learned → Tipps

- Aufgaben gut verteilen, teamübergreifende virtuelle Teams, keine Silos
- Intensives Marketing auf allen Kanälen → Speaker mit einbinden
- Regelmäßige Statusmeetings (1x/Woche) mit allen Stakeholdern inkl. Kunden, Sponsoren
- Rehearsals einplanen
- Team sollte die Plattform gut kennen → Üben
- Tutorial-Videos anfertigen
- Plattform 10 Tage vor Veranstaltung zum Kennenlernen und Üben öffnen
- Vortagsformate an online Publikum anpassen → Interaktion, Einbinden
- Tracking / Analytics definieren und zeitnah liefern, am Besten mit Dashboards
- Support während Kongress 1/300

Trends für die Zukunft



- Personalisierung á la Netflix
- Nachhaltigkeit
- Cyber Security
- Live Interaktion Entertainment
- Tracking / Analytics
- Mehr technische Möglichkeiten durch besseres WiFi und 5G
- Herausforderung Verbindung von Präsenz VA mit virtuellem Zwilling + konzeptionell + budgetär

Fazit



Vor Ort



Virtuell



Hybrid

