Audience Engagement

Increasing audience engagement at the EORNA Virtual Congress
Challenges

How K.I.T. Group used its digital event platform OPADE to increase engagement at the EORNA (European Operating Room Nurses Association) Virtual Congress 2021.

EORNA has been the influential voice of perioperative nurses in Europe for over 40 years. Their biennial congress is the central forum for continuing medical education in their association.

Historically, nurses do not engage in the conference setting to the same degree as many other participant groups. Busy nurses require an engaging programme made available at a time that works for them.

General lower digital event technology experience level in these participants results in low input levels. Lack of experience with the interface leads to reduced feedback. Mainly holding discussions within their workgroups leads to low engagement rates. Shift work makes scheduling the event at a good time for the target group difficult.
Solutions

Discovering ways to engage an audience is nothing new to the event business. Every audience has its trouble points, and each event has various opportunities for engagement. In this instance, K.I.T. Group worked to accommodate the EORNA nurses in whatever ways possible to increase participation.

We carried out a survey to discover when most participants could attend. Through effective meeting design, we found ways to stimulate conversations and facilitate engagement. To avoid digital fatigue, the length of the sessions was limited. A high percentage of the talks were recorded to lower the risk of technical difficulties and camera shyness. To reduce anxiety, we hosted live Q&A sessions with the chance to send questions as text. The digital platform was available not only in English but also in French and German, helping to increase the comfort levels of nurses who speak those languages better than English.

As a professional conference organiser with over 30 years in the event business, K.I.T. Group used our expertise in meeting design to support the operating room nurses in ways purely technical digital event providers cannot. For example, programme and content development. We helped to design an engaging scientific programme at EORNA’s request. They received our assistance with content curation, speaker proposals, topic choice, and speaker management.

Core Services Included:
- Conception
- Consultancy
- Delegate Services
- Event Design
- Marketing
- Production
- Programme and Content Curation
- Speaker Management
- Sponsorship
Another feature we provided was a flexible congress programme that allowed the freedom many participants needed to engage. K.I.T. Group found ways to assist operating room nurses who were frequently called on to work in intensive care units, helping pandemic-level patients alongside typically busy schedules.

Using the OPADE digital event platform, we were able to give on demand access to all content. This approach granted the flexibility to view the content when the participants had the capacity. Using OPADE's eLibrary functionality, the content and all session information is available to participants even after the event.
Our first Virtual Congress greatly exceeded our expectations with very positive feedback from our attendees. The OPADE virtual events platform is sophisticated but uncomplicated. Easy to navigate and easy to chat with other attendees.

K.I.T. Group supported us every step of the way from the development of the Congress right through to supporting speakers in the Green Room before sessions went live.

Thank you for helping us make the Congress a success!

May Karam
EORNA President

result

Anecdotal feedback from the nurses maintains that they enjoyed the increased accessibility. The digital format and on demand access allowed more flexibility to build the event into their active workday.

Not being required to attend physically was a significant plus in this group.

More nurses could participate in the event thanks to no requirement to schedule time away from work. Our multi-lingual platform, OPADE, gave them functionality in their language. Digital interaction works better for these busy nurses, allowing a relaxed feeling when asking questions or participating in audience polls.

The underpinning of the case study is that the meeting experts at K.I.T. Group understood the challenges of this particular group and found ways to encourage them to become active audience members.
Get in Touch

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