When Empiricism Becomes Therapeutic Experience and Medical Progress

Increasing audience engagement at the 2nd Medicinal Cannabis Congress
The 2nd Medicinal Cannabis Congress (MCC) is a professional, accredited (9 CME credits) medical congress to promote clinical research, basic science, education, and advocacy based on the topic of cannabinoids in medical practice and therapy. Representatives from all medical and pharmaceutical health professions participated in the two-day medical training event.

The MCC was brought to life and initiated by K.I.T. Group; the second virtual congress was held in June 2021. We utilised our virtual platform, OPADE, for this year’s MCC. New market entry is difficult; creating something innovative from ground zero needs time to develop, materialise, and ultimately succeed.

Hence, the challenges were based on developing and increasing brand awareness, creating an intriguing scientific programme of interest to physicians, pharmacists, and medical students, ensuring sponsorship and attendee participation, and adapting to the current circumstances.
Solutions

The MCC virtual congress’s planning and execution were handled by K.I.T. Group’s dedicated and driven MCC team. We decided, from invaluable lessons learned in 2020, that we had to expand. Therefore, we agreed on a two-day event for 2021.

We focused on attracting and inspiring MCC target groups and enabling all delegates, speakers, and sponsors to get comfortable and familiarise themselves in a virtual setting. Through distinct marketing strategies, we were able to increase the awareness of the MCC.

Frankly, we had a fantastic collaboration with Fulmidas. This media agency was an essential element of why the inaugural congress in 2020 was successful. Fulmidas offers a customised studio consisting of multiple rooms, technical operators and equipment, and an impeccable internet connection. Some of our speakers unveiled their presentations live in the studio. We wanted them to experience a sense of well-being during and after their presentations.

The main tasks covered the following areas:

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The prime accredited congress in German-speaking Europe for cannabinoids in medical practice and therapy.

MCC-Team
Event Design

We wanted our concept of the virtual congress to be as close as possible to the onsite experience with adaptations to the online environment. Through our virtual platform OPADE, we were able to create an interactive atmosphere for our delegates, speakers, and sponsors. Core elements included a mix of pre-recorded and live presentations, plus one live industry panel discussion, along with one industry session each day. Chat assistance was available at the beginning of the congress and during all scientific sessions to help with any technical issues or direct questions to the speakers.

Marketing

Potential target groups were defined and addressed with a balanced marketing mix across various classic and digital media channels. Primarily through the MCC networks, via email, newsletters, social media, and advertisements online and in print. This division allowed K.I.T. Group to draw attention to the MCC virtual congress in the event's run-up by targeting specialised groups. Brand awareness has skyrocketed, and we are continuously engaging with potential delegates.

Sponsoring

Due to wide-ranging research and precise market analysis, suitable sponsors were identified to support the MCC. Various opportunities were offered to sponsors to present their products and company exclusively during the two industry sessions. The sponsors’ interest has increased drastically, and the leading players of the cannabis industry participated in this year’s MCC.
Scientific Programme

Medicinal cannabis is an ever-expanding field; however, potential speakers are somewhat reluctant due to the stigma still haunting medicinal cannabis. Primarily, our goal is to inform and destigmatise the field of medicinal cannabis through our MCC. Extensive research on speakers that could be interested in partaking and presenting their scientific approaches was a necessity. We want to establish a scientifically renowned medical training event, and thus we must abide by the rules and requirements of the accreditation council of physicians in Berlin. We were able to conceptualise an accredited scientific programme for both years.

A mixture of pre-recorded and live presentations was delivered, which enabled us to provide all delegates with continuing medical education on the latest topics surrounding cannabinoids in medical practice and therapy. All presentations are accessible to our delegates on demand through the OPADE eLibrary.

Audience interaction

The online format is the perfect environment for people who share the same interests to start discussions and be exposed to other viewpoints. K.I.T. Group’s virtual platform, OPADE, offers multiple networking opportunities amongst delegates and sponsors. Delegates can ask the presenter questions in real-time and receive a direct answer. Additionally, delegates could create digital business cards via OPADE and interact privately with sponsors and other participants. These components were essential to increase the interactivity amongst our attendees, and our virtual platform OPADE facilitated and met all requirements.
Result

The first year was an essential step in the right direction. We managed to exceed our goals. Again, we followed through no matter the adversities and setbacks we faced, which enabled us to look ahead and focus on this year’s second virtual congress. Our current goal is to be the prime accredited congress in German-speaking Europe for cannabinoids in medical practice and therapy.

The feedback we received in 2021 was positive and revealed that K.I.T. Group had successfully adapted the onsite format into an all-embracing digital edition, satisfying delegates, speakers, and industry partners alike. In total, we had 13 Sponsors and 14 speakers. Roughly 12 hours of scientific content based on cannabinoids in medical practice and therapy. Compared to last year, the total number of participants has increased by 250%.

We at K.I.T. Group view the MCC as a long-term project and are far from where we visualise ourselves. Success is where preparation meets opportunity. Progress has never happened overnight and never will, hence two words to conclude; resiliency and perseverance will be of the essence for the 3rd Medicinal Cannabis Congress.

Stay tuned!

“\nThe 2nd MCC was a great event, you and your team did a great job organising it. The reactions on my side are excellent!\n”

Dr. Konrad Cimander
Scientific Chair MCC

2. Medicinal Cannabis Congress
04.06 – 05.06.2021 Virtual Congress
Get in Touch

www.kit-group.org