



CASE STUDY

9th World Conference of Veterinary Dermatology 2020

50k+ | Visitors

V-Ex were engaged by The Webinar Vet to create a virtual alternative to the 9th World Congress of Veterinary Dermatology. Not only did our solution attract 11% more visitors than the physical event in 2016, we delivered a global audience with visitors from 12 countries not previously represented.

CHALLENGE:

WCVD9 had been scheduled to take place in Sydney prior to the pandemic. The Webinar Vet were tasked with finding a virtual exhibitions supplier who could deliver the same atmosphere in a digital setting.

SOLUTION:

By creating a virtual environment, with 19 bespoke exhibition stands, poster room and conference theatre, WCVD9 was made available to global audience. Having all the veterinary content available on-demand through the Webinar Vet meant that the conference was able to be viewed by more people than ever before, at a time and place that suited them.

RESULT:

V-Ex created a 3D virtual congress centre, located in Sydney, bespoke exhibition stands for leading veterinary companies. Our custom Poster Room area allowed vets to access over 160 educational posters for study, while the branded auditoriums helped to provide a simple, yet effective way for vets to access the congress symposia content. Our tracking enabled exhibitors to get a great ROI, by providing live reporting on who had visited their stand and exactly what they engaged with, allowing for effective and accurate follow-ups post-event.

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