

Virtual Events Case Study



The Society for Vascular Surgery® (SVS) is a not-for-profit professional medical society, composed primarily of vascular surgeons, that seeks to advance excellence and innovation in vascular health through education, advocacy, research and public awareness. SVS is the national advocate for more than 6,200 specialty-trained vascular surgeons and other medical professionals who are dedicated to the prevention and cure of vascular disease.

SVS had been occasionally hosting educational webinars with Blue Sky eLearn, and then in January 2020 kicked off a leadership program that would provide a small group monthly webinars, one in-person meeting, and a dedicated session at their annual meeting at no cost.

When COVID-19 hit, the leadership webinars were paused, and in-person events canceled. Instead, weekly town hall webcasts were held and a virtual annual conference started to be planned.

The customer service at Blue Sky has been phenomenal. The Blue Sky team has been responsive and flexible with our shifting needs and greatly contributed to the successful launch of our virtual town hall program.

-Angela Taylor, Director of Membership, Marketing & Communications for SVS

Goals

- Develop a new leadership development program
- Answer questions for their members and non-members during the pandemic
- Provide a community and leadership for their members and non-members
- Provide online events for medical students and residents who would have attended the annual meeting

To learn more,
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Solutions

- ✓ Utilized Blue Sky eLearn for webinars and webcasts
- ✓ Scheduled leadership webinars once per month leading up to their scheduled in-person leadership event
- ✓ Chose some Town Hall topics based on conversations within their online community
- ✓ Taking their meeting virtual was a silver lining as it forced them to look at virtual options, which they'd been aiming to incorporate into their annual meeting for some time

Results

Anywhere from 65 to over 1,000 attendees have joined town halls

Helped maintain and even build up an increased sense of community

Still in early stages, the leadership program feedback has been positive

Future Focused

Planning to host interim webinars to get leadership program back on track

Want to begin future leadership programs at the annual meeting instead of leading up to it

Hope to continue having a virtual component in future annual meetings