



| CONGRESS
2021

Sponsor and Exhibitor Feedback

In-person Delegate profile

Total number of delegates over the 3 days = 698

Number of delegates by day

- 358 attended Saturday
- 368 attended Sunday
- 235 attended Monday

Delegate feedback survey completed by 164 delegates

- 87% BVNA members
- 13% non members
- 101 testimonials were given

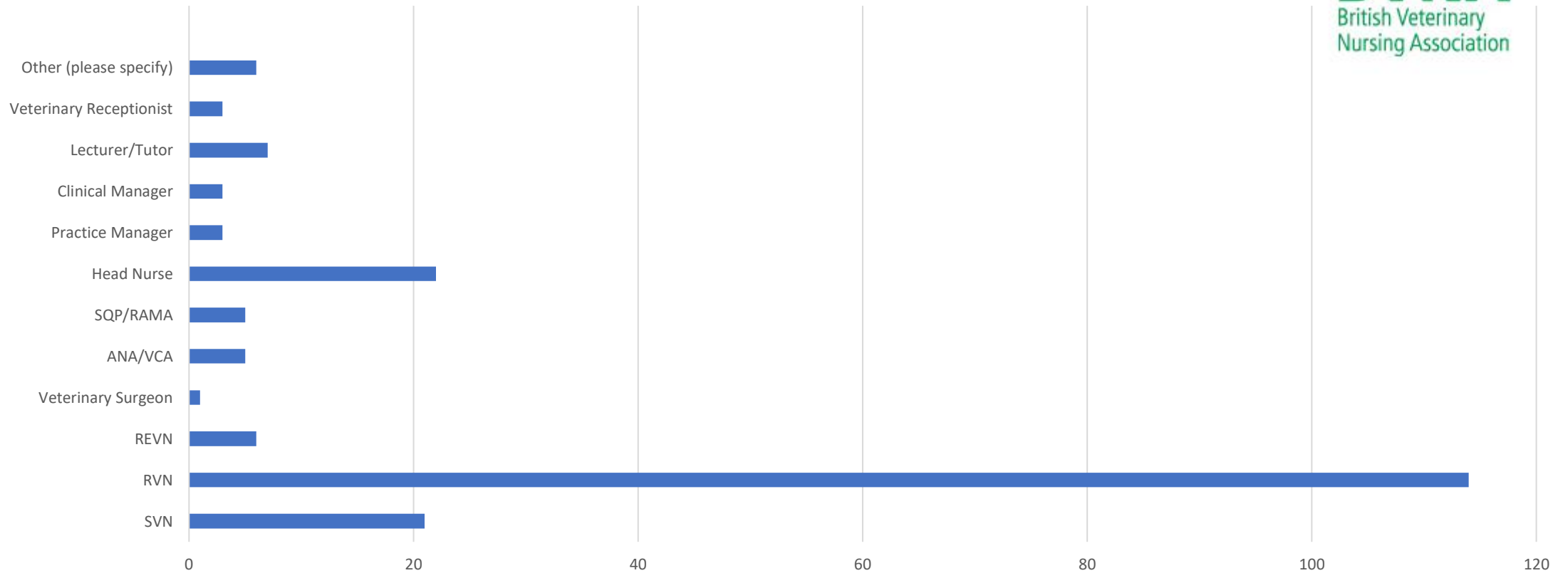


Inperson delegate job role



BVNA
British Veterinary
Nursing Association

Delegate Profile



Why did delegates visit the exhibition?

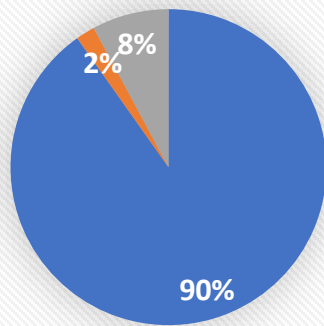


- 90% to discover new products
- 84% to gather information on products and services
- 81% to gather product samples

Joining Instructions & Registration

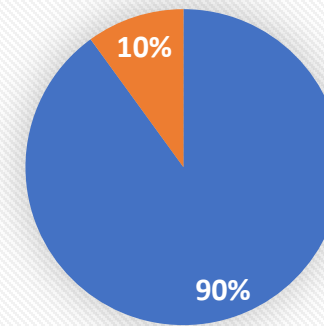


How easy was it to register and retrieve your badge when you arrived at the venue?



■ Easy or very easy ■ Difficult ■ Asked for help

Were your registration and joining instructions from BVNA clear and concise?



■ Yes ■ No

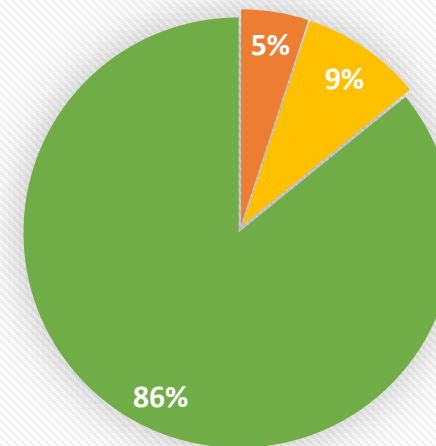
BVNA App

There were many positive comments including easy to use; really liked it; always clear to see which lectures to go to ... ; very good; brilliant app; helpful and informative; loved it; liked the map; worked very well

The App metrics on the next slide show that the App was well-used



Did you download the BVNA Congress App?



■ Tried to download ■ Not Aware ■ Download

BVNA App Metrics



BVNA
British Veterinary
Nursing Association

ROI KEY METRICS

703

Users

93.17%

Adoption Rate

42.7K

All Engagement

7.86K

User Contributions

27.9K

Minutes Open

6.23K

Navigation Icon
Taps

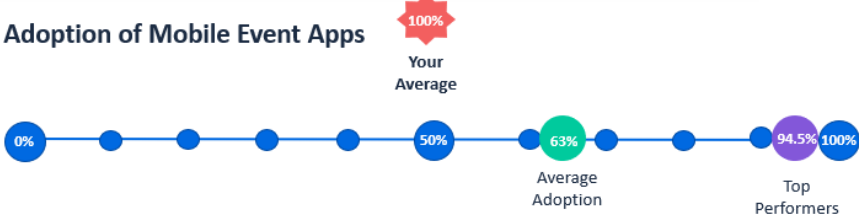
107K

Banner Impressions

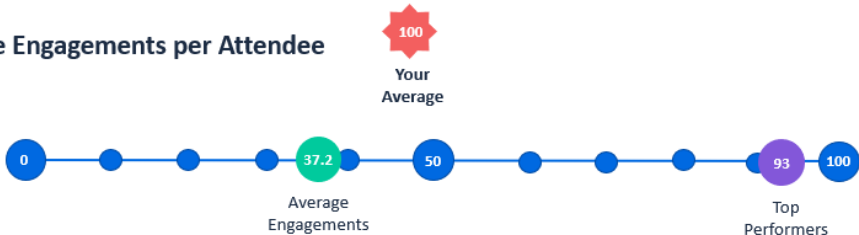
cvent

LET'S BREAK IT DOWN

Average Adoption of Mobile Event Apps



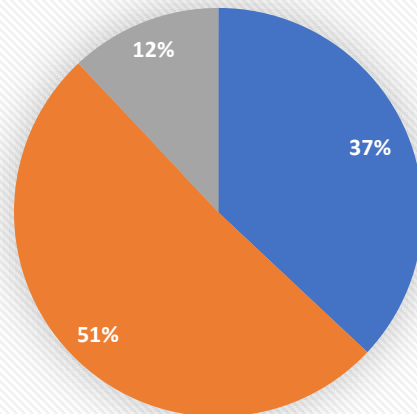
Average Engagements per Attendee



Digital Guide and App

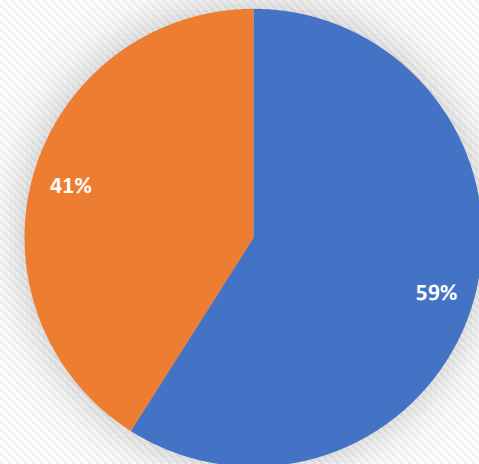


Did you view the speaker profiles and lecture synopses online in the Congress Guide or the Congress App?



■ Online or congress guide ■ Congress app ■ No didn't view

Did you download the BVNA Congress guide from the website?

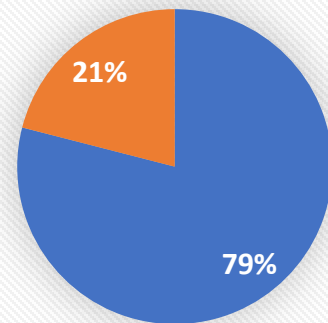


■ Yes ■ No

Scientific Programme

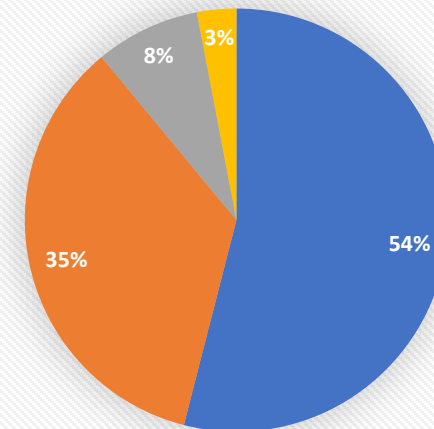


How would you rate the overall quality of the content at this year's Congress?



■ Satisfied ■ Very satisfied

How would you rate the overall quality of speakers at this year's Congress?



■ Very satisfied ■ Satisfied ■ Not satisfied ■ No response

Remote delegate profile

Number of remote delegates each day

- 140 on Saturday
- 149 on Sunday
- 115 on Monday

Delegate feedback survey completed by 49 delegates

- 65% BVNA members
- 35% non members
- 33 testimonials were given
- 81% RVNs



Remote delegate viewing

Total number of delegates viewed by day

- 430 on Saturday
- 374 on Sunday
- 303 on Monday

Delegate feedback survey completed by 49 delegates

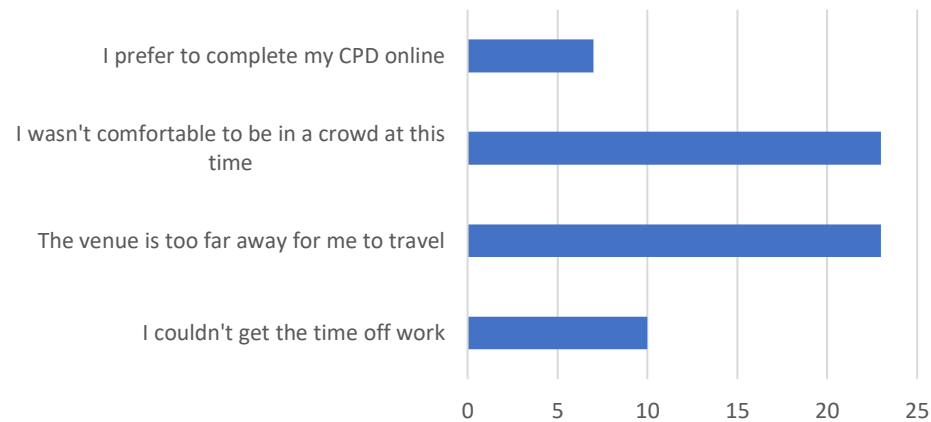
- 65% BVNA members
- 35% non members
- 33 testimonials were given
- 81% RVNs



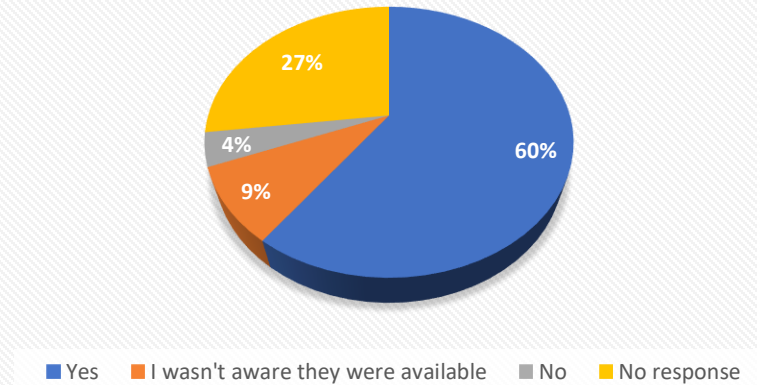
Remote delegate feedback



What are your main reasons for attending BVNA Congress remotely?



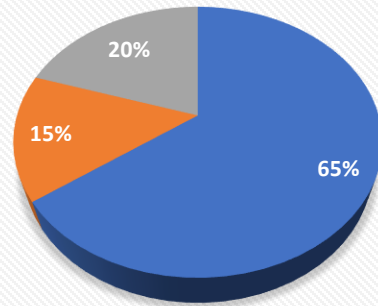
Did you view the speaker profiles and lecture synopses online?



Digital Guide

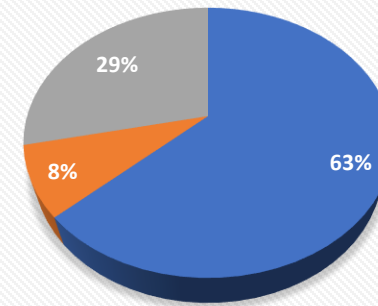


Did you download the BVNA Congress Guide from the website?



■ Yes ■ No ■ Only viewed it when needed

Did you download the BVNA Congress App?

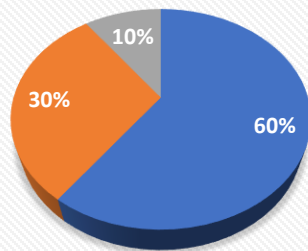


■ Yes ■ I wasn't aware they were available ■ No

Remote delegate engagement

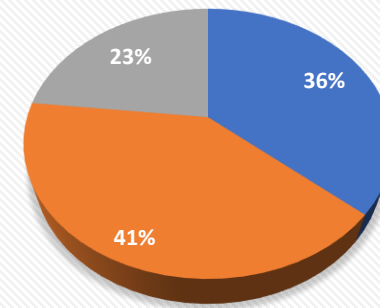


Were you able to submit your comments and questions to the live streamed sessions?



■ Yes ■ No response ■ No

Were you able to join in discussions during your sessions?

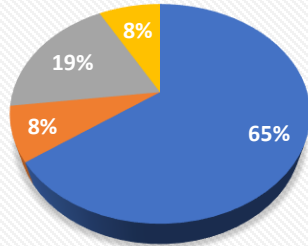


■ Were you able to join in discussions during your sessions? ■ ■

Attendance recommendation

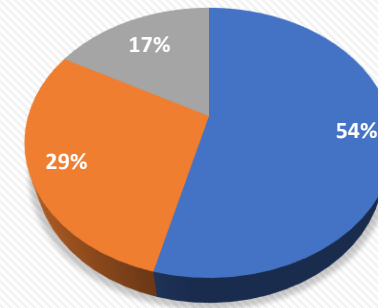


Would you recommend attending BVNA Congress remotely to your friends and colleagues?



■ Yes ■ No ■ I would recommend attending in person ■ No response

How will you attend BVNA Congress in the future?

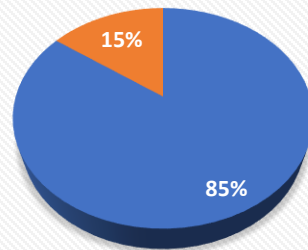


■ I would attend in person ■ I would attend remotely ■ Other

Scientific Programme

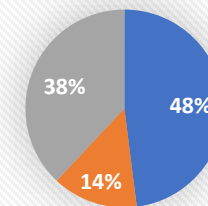


How would you rate the overall quality of speakers at this year's Congress?



■ How would you rate the overall quality of speakers at this year's Congress? ■

How would you rate the overall quality of the content (breadth, relevance to RVNs) at this year's Congress?



■ Satisfied ■ Not satisfied ■ Very satisfied