



The ADAA goes virtual to continue to increase awareness and improve diagnosis, treatment, and cure of anxiety, depression, and co-occurring disorders in children and adults.

Founded in 1980, The Anxiety and Depression Association of America is an international nonprofit organization dedicated to increasing awareness and improving diagnosis, treatment, and cure of anxiety, depression, and co-occurring disorders in children and adults.

With a mission to provide the most accurate and up-to-date information to mental health professionals, social workers, clinic workers, educational professionals, and the public, ADAA has hosted annual conferences to share the latest findings on research, practice, and education.

The Challenge of Hosting a Conference During COVID-19

Because of the COVID-19 pandemic, hosting a conference was not in the foreseeable future. Events around the world came to a halt, causing many enterprises to look for an alternative solution to in-person events, such as a virtual event. Needless to say, ADAA's team had to pivot sharply and quickly while facing a virtual event learning curve. Another challenge ADAA would face while hosting a conference during COVID-19 was keeping the attendee experience as a top priority.

ADAA began to research for a virtual event platform that was capable of delivering quality content, a polished brand experience, and numerous opportunities for their community to connect. Their virtual event goals truly focused on education and engagement.

Though pursuing a virtual event seemed like the logical choice, the idea of virtual event platforms seemed nerve-racking for ADAA event organizers, as they wanted to keep their mission top of mind. While bringing mental health professionals together for high-level, evidence-based education had always been conducted in-person, ADAA knew they had to find a trustworthy platform for virtual events to provide that same sense of community virtually.

Keeping attendees engaged from behind a computer screen was a challenge for many event marketers, and ADAA was no exception. They knew they had to dedicate meaningful time to an attendee engagement strategy, especially during a time where people felt isolated and disconnected from their communities.

The Solution to Successful Online Events

Expectations of high attendance, genuine connections, and networking were not very high. However, after signing on with 6Connex and onboarding with their attentive Project Manager, Allison Donelly, the excitement from the planning team began to flourish. Donelly's dedication to the success of the virtual conference made a world of difference for ADAA. The ADAA team quickly learned how engaging, intuitive, and user-friendly the 6Connex virtual event platform was. Through a unified system, 6Connex supplied ADAA with an attendee-centric experience throughout multiple touchpoints, from branded invites to registration to event updates, and much more. The ADAA team was not only focused on the engagement of their attendees, but their exhibitors and sponsors, as well. 6Connex fit the mold for developing as close to an in-person event experience as they could have hoped for.

Overall, we met our goals in terms of attendee satisfaction and internal satisfaction.

ADAA Conference Logistics Lead, Christina Pino

ADAA + 6Connex Case Study Results

The Anxiety and Depression Association of America hosted their 41st annual conference, Resilience and Recovery: From Research to Practice, March 18-19, 2021. 6Connex curated a comprehensive, fully-customizable, and branded media experience, comprised of the following:

- ▶ 9 virtual rooms
- ▶ 32 exhibit and supporting sponsor booths
- ▶ 130 sessions

The primary need for the ADAA conference is to bring together clinicians and researchers, from across the United States and around the world, who all agree on



the mission to improve treatments and find cures for anxiety, depression, and co-occurring disorders. The virtual event experience exceeded both the company's and the event attendee expectations. This successful online event took part in augmenting the company's research and mission, facilitating one-to-one interactions, and ultimately expanding their reach in providing current evidence-based research, all while educating the mental health community with complimentary information.

With content being easy to find and broadcast messages being leveraged to communicate with attendees for clear direction, both the internal and external audiences were pleased with the adaptation of the virtual event platform and software. The ability to connect via chat and video allowed for instant connections with fellow attendees.

ADAA Conference Logistics Lead, Christina Pino, quotes: "Overall, we met our goals in terms of attendee satisfaction and internal satisfaction."

Figuring out what kind of virtual event to run is important, but is truly only the tip of the iceberg right now. In this quick shift to virtual events, many event marketers have noticed their teams wanting to host more and more events. Exploring a hybrid event solution is on the horizon for the ADAA conference planning team. After providing their audience with such a unique and immersive experience, ADAA has decided to continue to leverage the virtual event environments and incorporate them into their future event plans.

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About 6Connex Virtual Event Solutions

Our Digital Experience

6Connex is the leading provider of virtual and hybrid event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities to make for successful online events around the world. Our product portfolio includes virtual environments, learning management, and webinars. Demand more from your virtual and hybrid event solution. Request a virtual event demo with 6Connex, or contact our event software experts for more information.

www.6Connex.com

Have Questions? Please call 1.800.395.4702 or email us at sales@6connex.com.