



FMC continues to innovate, connecting 1,600+ dental professionals in an immersive virtual environment

FMC, based 10 miles north of London, UK, has been connecting dentistry for more than 25 years as one of the world's major dental communications companies. FMC successfully connects the dental community and industry through a myriad of powerful channels encompassing online, print, webinars, events, social media, conferences, and awards.

The Challenge in Today's Landscape

With a mission to help thousands of dental professionals earn their enhanced CPD certifications, educational events have been a great focus of FMC's for decades; however, the coronavirus pandemic has caused some unexpected shifts in their organization. With the entire world shutting down and not being able to deliver in-person events, FMC began to worry about its community, the education, and the credits that their delegates need - and they had to act fast.

With being so used to print media and traditional ways of marketing and organizing conferences, event organizers had to adapt with the rest of the world in order to continue their communication with their respective communities. It's imperative that they find a technology that allows them to continue putting on events while keeping people safe during this unprecedented time. They

began searching for ways to host a conference during COVID, where they would eventually find a virtual event platform. Solutions exist, and the idea of putting on successful online events was not too far out of reach.

FMC was determined to continue putting on dental awards shows and offer their enhanced CPD learning and educational courses, so they began testing out different platforms for virtual events. They opted in for virtual event demos from different vendors around the world who offer alternative solutions to in-person events. Unfortunately, they seemed to run into more challenges than solutions when trying to create the best digital experience for their attendees; until they found 6Connex.

The FMC team needed to identify the right event software partner to guide them through online event planning and execution, and 6Connex effortlessly checked all the boxes.

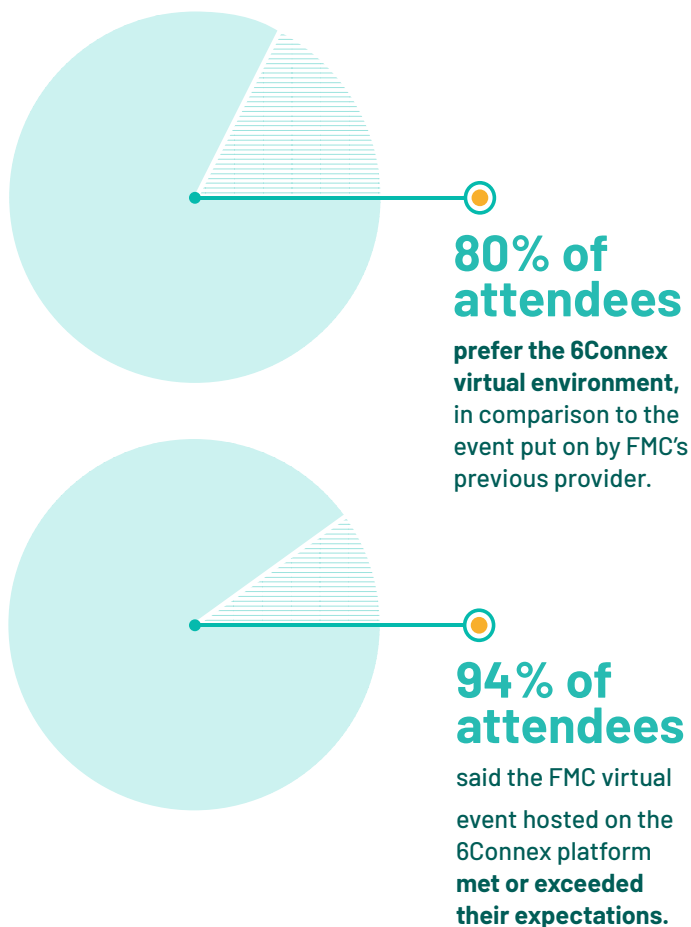
The Solution to Ongoing Dentistry Education, Shows, and Awards: Going Virtual

Dental professionals are required to meet a minimum number of CPD hours in order to maintain the validity of their license. For years, FMC has provided the education and training for these dental professionals to enhance their skills and keep up-to-date with their CPD requirements. These high-quality, well-organized in-person events ceased immediately due to COVID-19, but dental professionals are still required to meet their hours.

Between community events, dentistry shows, awards ceremonies, educational conferences, and more, the show simply must go on. FMC put their trust in 6Connex to lead the way to help host a virtual event like they've never done before.

FMC was seeking flexibility, customization, guidance, ability to integrate different applications, and not to mention a smooth process to make this stressful time as stress-free as possible.

Summarizes Laurie Glover, Marketing Director at FMC,



"We were unhappy with our past provider, we wanted more functionality. Once we began our virtual event demo with 6Connex, we noticed better branding options, easier onboarding, a smoother sign up process, and the ability for API connections. 6Connex presented itself to us as a blank canvas, in which we were able to build upon to make sense and coordinate with every event [in comparison to our past provider]."

FMC + 6Connex Case Study Results

The FMC online dentistry show in March 2021 attracted 15 sponsors and 1,600+ attendees in a single day. To scale the success with 6Connex to FMC's previous provider, the last virtual event they hosted attracted less than 1,500 attendees over a span of two days.

FMC received positive feedback from attendees and vendors alike. Sponsors were happy with the flexibility of

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the virtual platform, wowed with the functionality, pleased with the intuitiveness of the chat system, and elated with the function that allowed them to really engage with the audience via video call.

A post-show survey was conducted, yielding results consistent with high-satisfaction and ease of use from attendees.

- ▶ 70.2% of attendees rated their virtual conference experience a rating of 8/10 or higher, in comparison to FMC's previous provider.
- ▶ 94% of attendees said the FMC virtual event hosted on the 6Connex platform met or exceeded their expectations.
- ▶ 80% of attendees said they prefer the 6Connex virtual environment, in comparison to the event put on by FMC's previous provider.

FMC found the results of leveraging the 6Connex virtual event platform so compelling that they have already scheduled out their next events and began building their virtual environments for future conferences and summits. The next ones are scheduled for May and June 2021. There are many ideas on the drawing board for leveraging the space within the 6Connex platform as a hybrid event solution in September moving forward.

Glover states, "[in comparison to our previous virtual event provider] 6Connex is a breath of fresh air," and that the 6Connex account management team has been "extremely helpful, and truly set 6Connex apart."

The ease of use, functionality, and accessibility of the 6Connex virtual platform has allowed FMC to continue to successfully connect professionals in the dentistry field.

About 6Connex Virtual Event Solutions Our Digital Experience

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