

6CONNEX



Case Study

The AAMC's Virtual Medical School Fair Reaches New Audiences with 6Connex



THE BACKGROUND:

Connecting to a New Generation with 6Connex

As more millennials and Gen Z students aspiring to be doctors are starting to enter the medical school application process, the Association of American Medical Colleges (AAMC)—a nonprofit with a mission to improve the healthcare of all through medical education, patient care, and medical research—sought additional ways to connect their member medical schools with a new generation of prospective medical students.

The AAMC turned to the 6Connex virtual event platform to create an innovative and engaging experience connecting students with medical schools. Key features important to the AAMC included accessibility from all mobile devices, private and group chat options, and in-depth metrics on all aspects of the event program. A big bonus of choosing a virtual event platform to supplement in-person events was the elimination of travel costs for students, as well as for medical school exhibitors.

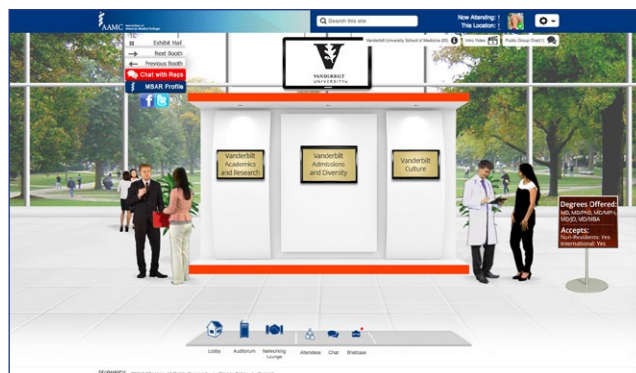
Hosting the AAMC Virtual Medical School Fair provided access to a much broader population, so that people who could not travel to multiple schools or who could not take time off of work could attend the fair virtually, allowing a more diverse student population to connect with medical schools.

THE APPROACH:

Unique Platform Engages Students

The virtual fair featured a diverse range of participating schools, with several MD-granting medical schools from the United States, Puerto Rico, and Canada in attendance. The 6Connex platform enabled each school to have its own virtual booth where they could share everything they normally do at a traditional fair and provide resources on the application process, details about the school and curriculum, and videos from current and past students for attendees to peruse.

Unique platform features made connecting easy and comfortable for students, while real-time metrics made calculating ROI and future planning easier.



Privacy

Private chat conversations made it possible for students to speak one-on-one with school representatives and ask individualized questions, something not as easy to do at a large in-person event with many students waiting to speak with each school's representatives.

The private rooms in the virtual fair allowed students to ask school representatives for tips and advice on anything from financial aid and credit ratings to MCAT scores. By doing it virtually, the AAMC gave students the freedom to ask private questions without others listening in.

Ease of Access

Using a virtual environment, the AAMC was able to meet the students where they're comfortable: on their smartphones and tablets, without the need for travel.

The AAMC wanted to level the playing field to ensure travel and school visits weren't an obstacle to attending. A virtual event allowed everyone to meet from the convenience and comfort of their devices, no matter where they were.

Reporting

With in-depth, real-time metrics, the AAMC was able to see vital event data during and immediately following the event, and easily share the results with their internal teams and member schools.

The AAMC team noted that the data from 6Connex was much more robust and user-friendly than what they had before, and it was easy to access directly. They were also able to look at the transcripts of the chats from the fair and use that to discover commonly asked questions and better inform the resources provided to schools and students.



THE RESULTS:

6Connex Helps the AAMC Reach More Medical Students than Ever

The 2018 virtual fair was the second time the AAMC used 6Connex. While Year 1 was considered a success, Year 2 saw even greater results over the duration of the live eight-hour virtual event:



17,000+
registrants



9,000+
attendees



ALMOST 11,000
webinar views



**2 HOURS &
15 MINS**
average time
spent at the fair



128,000+
resources downloaded
by attendees



**50 STATES +
52 COUNTRIES**
from where prospective
applicants attended

THE TAKEAWAYS:

Working with 6Connex provided AAMC many options and benefits:

- The flexibility to change the "event look" from the pilot year to its second year, adapting the visuals so that the virtual environment would have a more "real-life campus" feel.
- The ability to reach and connect with a broader range of students by providing a virtual event easily accessed through smartphones, tablets, or laptops.
- Immediate, self-service access to detailed metrics and reports, enabling real-time analysis and post-event learning.
- Strong technical expertise and support, allowing the AAMC to deliver the live event smoothly, without unexpected technical setbacks.
- Both public and private chats, giving students options for speaking with schools and an ability to ask private questions and feel more comfortable.
- Robust registration capabilities and enhanced opportunities to offer students special attendee discounts on a subscription to the Medical School Admission Requirements™ (MSAR®) website.



With 6Connex's mobile-friendly and configurable virtual event platform, the AAMC was able to successfully adapt and reach wide ranges of students in their Virtual Medical School Fair.

6Connex powers virtual events and environments for career fairs, employee onboarding, user conferences, corporate universities and other applications.

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