



Take Professional Development to a Whole New Level Using a Dynamic Virtual Conference

The National Association of Chronic Disease Directors (NACDD) improves the health of the public by strengthening state-based leadership and expertise for chronic disease prevention and control both in states and at the national level. Visit www.chronicdisease.org/?About_NACDD for more information.

The Challenge

The National Association of Chronic Disease Directors has a history of conducting training and technical assistance webinars for its members to provide ongoing information and training to Chronic Disease practitioners. Each month, participants

The virtual conference event allows us to feature all of the elements and benefits of a live conference event at a mere fraction of the cost. In addition, we can host a secondary virtual event long after the main event has occurred. The options are limitless. The 6Connex virtual platform far exceeds many of the other online virtual platforms I have seen. 6Connex's virtual environment offers the most realistic interaction and aesthetics. Their features and options are the perfect way to engage audiences.

Stephanie Mathews, MPH

call in to hear presentations from specialists regarding various Chronic Disease topics. To further educate and engage state departments and share information from the CDC, NACDD contacted 6Connex to orchestrate a virtual event. The virtual event would allow participants to instantly access pertinent information when the CDC does not have the resources to offer on-demand technical training.

"Professional development and workforce development is a vital part of our day-to-day work. Being able to provide valuable content virtually helps us offer training and technical assistance in a cost-effective and innovative way. Our organization works to ensure educational content is easily accessible and engaging for the audiences. The virtual conference serves (NACDD) is an innovative and cost-effective venue/ platform that allows collaboration between state leaders, decision makers, and practitioners working in environmental health and chronic disease prevention."

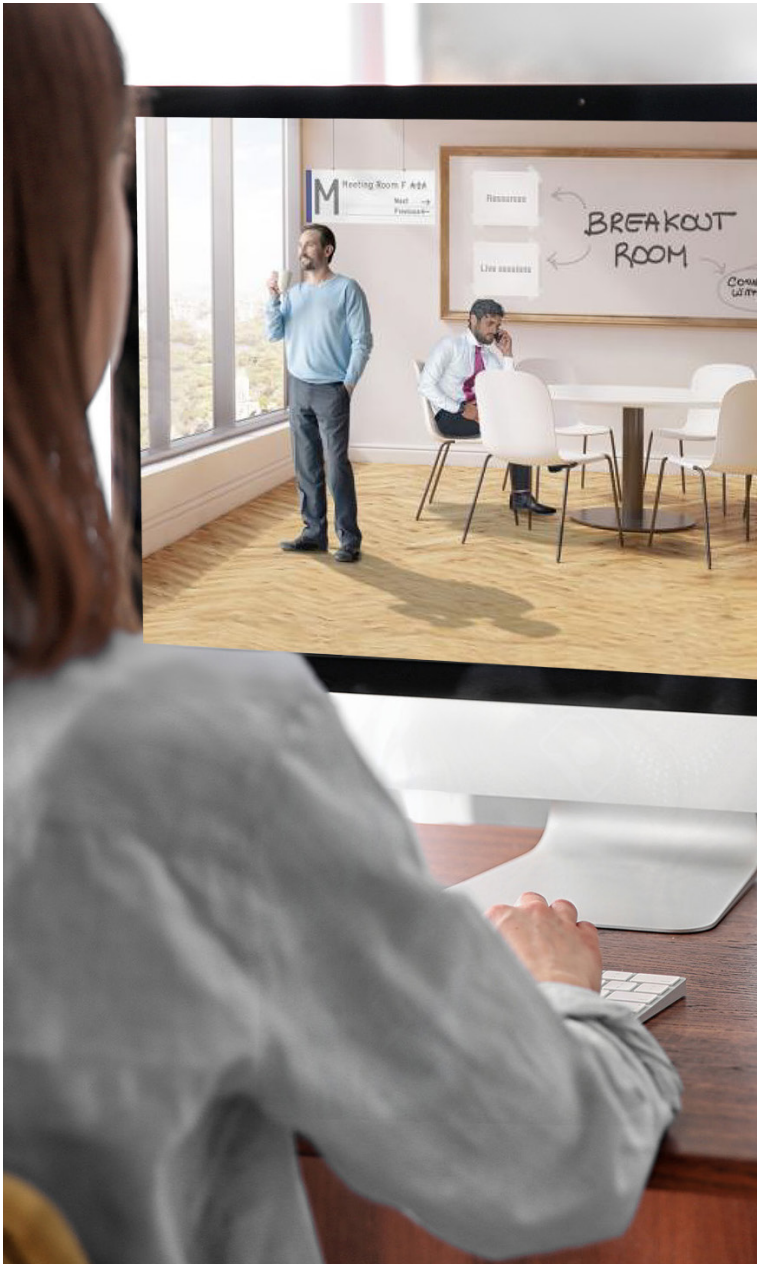
Stephanie Mathews, MPH Public Health Consultant, NACDD

The Solution

6Connex set out to create an online event wherein Chronic Disease specialists could receive professional development and training not only in specific areas of Chronic Disease, but in the public health arena as well. In addition to offering training and mentoring for NACDD members, the goal was to educate policy makers and state leaders through partnerships with specialists. The 6Connex virtual environment made it possible for attendees to view information at their convenience and without incurring travel expenses. This was especially beneficial for hard to reach areas affected by U.S. territory travel restrictions.

"In the midst of travel restrictions and budgetary constraints, having the ability to provide professional development opportunities virtually has been a tremendous advantage."

- Stephanie Mathews, MPH The Results



The Results

Tracking

Hosting the NACDD event virtually allowed public health officials to track how information was received. Capturing initial registration details and performing engagement analytics informed department leaders of how often their participants were interacting and with which content.

Sharing Content and Training

The 6Connex virtual event platform enabled the NACDD to efficiently share valuable content to its 6,000 participants across all states. In addition, engaging state health officials in important chronic disease discussions made them more aware of potentially broader, public health related issues.

Attendees pivoted easily from the traditional dial-in webinars to the new virtual format. They responded well to the convenience of a virtual event platform and enjoyed instant access to various content, webinars, training rooms, and social media/networking tools from the convenience of their desktops, tablets, or smartphones. In addition, attendees appreciated the fact that materials were accessible from any location and available for download or review as often as necessary.



About 6Connex

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.

For more information visit www.6connex.com, or call 1-800-395-4702.