

# Virtual Conference Offers the Ideal Platform to Explore Topics in Depth and Gain Expert Knowledge

NEHA currently serves 6,000 members to advance the environmental health and protection professional for the purpose of providing a healthful environment for all. Professionals who earn a Registered Environmental Health Specialist/Registered Sanitarian credential from NEHA are recognized as having achieved an established standard of excellence. These environmental health professionals master a body of knowledge (which is verified by examination) and acquire sufficient experience to satisfactorily perform work responsibilities in the environmental health field. For more information, visit [www.neha.org/about-neha](http://www.neha.org/about-neha).

## The Challenge

NEHA provides content to anyone in the environmental/public health arena, addressing specific environmental and public health topic areas. Content covers a wide array of environmental/public health topics, such as air quality, food, water supply/safety regulations, daycares, pest control/mosquito abatement, etc. NEHA contacted 6Connex about implementing a virtual conference to allow participants to have instant access to pertinent information.

## The Solution

6Connex set out to create an online event in which participants from all environmental health vantage points could receive professional development and training in areas that affect various environmental and public health sectors. In addition to offering training and networking, attendees could access detailed information on state and local regulations and guidelines. Furthermore, the virtual event would provide attendees' with content on highly specialized environmental subjects, which is not easy to achieve in a traditional, physical environment due to budget limitations. For example, many topics in NEHA's virtual conference focused on recreational and aquatic health facilities.

## The Results

- ▶ **Total Attendance** 833
- ▶ **Total Content Views** 7,317
- ▶ **Total Webinar Views** 4,250
- ▶ **Total Booth Entries** 1,985
- ▶ **Average Attendee Duration** 7 hours

## Tracking

In pivoting to a virtual event, NEHA allowed environmental 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 Crucial Information & Training


NEHA was able to efficiently share valuable information to more than 600 participants. The virtual conference encouraged intense training, providing participants with the opportunity to thoroughly explore every aspect of an environmental subject in detail. In addition, from an environmental health perspective, it is important professionals from all subject areas bring their concerns and knowledge to the table. During the virtual conference, professionals could easily consult with each other without incurring travel expenses or leaving busy work schedules.

The NEHA Virtual Conference consisted of a mix of presenters to make certain everyone was included in the discussions. This was particularly important, as policies, regulations, and inspections impact everyone in the environmental arena. For example, pest management has many facets and during a virtual conference, pest control personnel and university entomologists can come together to discuss how to effectively eliminate mosquitos/ticks. Likewise, food safety includes public health inspectors

and restauranters. States a NEHA spokesperson, "NEHA is a stakeholder in protecting public health. It is invaluable to this organization to get environmental information out."

Attendees responded well to the convenience and ease of the virtual event's features,





I must say the client service is nothing short of fantastic. The care and attention provided by the team is phenomenal and definitely one of the main reasons why I wanted to continue working with 6Connex.

- *Christl Tate, Programs & Partnership*



including 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. During the virtual conference, participants could also visit the booths of core public health non-profits as well as professional associations looking to spread awareness, such as the American Mosquito Control.



## 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](http://www.6connex.com), or call 1-800-395-4702.**