



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

### The Approach

NEHA targets anyone in the environmental/public health arena, addressing specific environmental and public health topic areas. Subjects can be from anything having to do with environmental/public health, 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 instant access to pertinent information.

The National Environmental Health Association (NEHA) has implemented multiple Virtual Conferences for its members to provide ongoing information and training.

## The Results

833

Total Attendance

7317

Total Content Views

4250

Total Webinar Views

1985

Total Booth Entries

7-hour

Average  
Attendee Duration

## Tracking

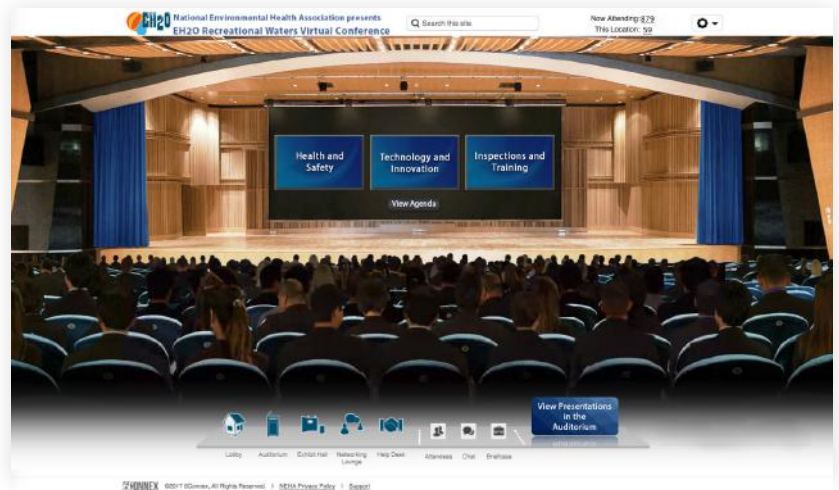
Implementing the NEHA Virtual Event allowed environmental health officials to track how information was received. Capturing initial registration details informed department leaders how often their participants were interacting using statistical analytics.

“ Utilizing the Virtual Conference platform allows us to reach a diverse audience from around the US, and provide cost-effective education and networking opportunities to remote and rural areas. ”

- Christl Tate  
Programs & Partnership Development, NEHA

## The Goal

6Connex set out to create an online event where participants from all environmental health vantage points can receive professional development and training in areas that affect various environmental and public health sectors. In addition to offering training and networking, attendees can get detailed information on state and local regulations and guidelines. The ability to drill down into very specialized areas of environmental subjects is not easy to achieve in a traditional, physical environment because of budget limitations. For example, many topics in last January's Virtual Conference focused on recreational and aquatic health facilities. With its convenient innovation, the 6Connex Virtual Environment allowed NEHA to reach more participants without having to consider travel expenses.



## Sharing Crucial Information and Training

The NEHA was able to efficiently share valuable information content areas to over 600 participants. The Virtual Conference platform encouraged intensive training, allowing participants to thoroughly explore every aspect of an environmental subject on a deeper level.

From an environmental health perspective, it is important that professionals from all areas of a subject bring their concerns and knowledge to the table. Professionals can easily consult on topic areas without having to travel-and since they don't have to leave busy work schedules to spend time listening in on a conference, they save money. The NEHA Virtual Conference consists of a mix of presenters to make certain that everyone is included in the discussion. This is particularly important because policies and regulations and inspections impact anyone involved in these environmental arenas. For example, Pest management encompasses many sides and during a Virtual Conference, pest control personnel and entomologist of universities can come together to discuss how to effectively get rid of mosquitos/ticks. Food safety includes public health inspectors and restaurateurs, "NEHA is a stakeholder in protecting public health. It is invaluable to this organization to get environmental information out." This was seamlessly achieved through 6Connex's Virtual Event Platform.

Attendees responded well to the convenience and ease of the Virtual Event Platform's instant access to various content, webinars, training rooms, and social media/networking tools. Participants were astounded by their capacity to view a live format from the convenience of their desktops, tablets, or smartphones. Additionally, materials were accessible from any location with the ability to watch and review as often as necessary. During the Virtual Conference, participants could also view booths set up by a group of core public health non-profits that work together as well as professional associations looking to spread awareness, such as the American Mosquito Control.

## About NEHA

NEHA currently serves 5,000 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 <https://www.neha.org/about-neha>.

## About 6Connex, Inc.

6Connex is a global software and services provider for enterprise online events. Our cloud-based product portfolio includes virtual environments, learning management and webinars. Designed for marketing, sales, recruitment, training and HR communications, we transform big ideas into real-world results. Lead by the most innovative and experienced leaders in online events, the 6Connex platform was built to be the most configurable, secure and reliable product on the market. Our seasoned project managers, who have experience working with companies across all industries, provide hands-on support and strategic guidance. 6Connex has helped many leading brands increase the effectiveness of their online programs by driving revenue growth, saving money and increased employee productivity. Our customers include Salesforce, Blackrock, GE, CDC, Ericsson, CA Technologies and Intuit. For more information, visit [www.6connex.com](http://www.6connex.com).

