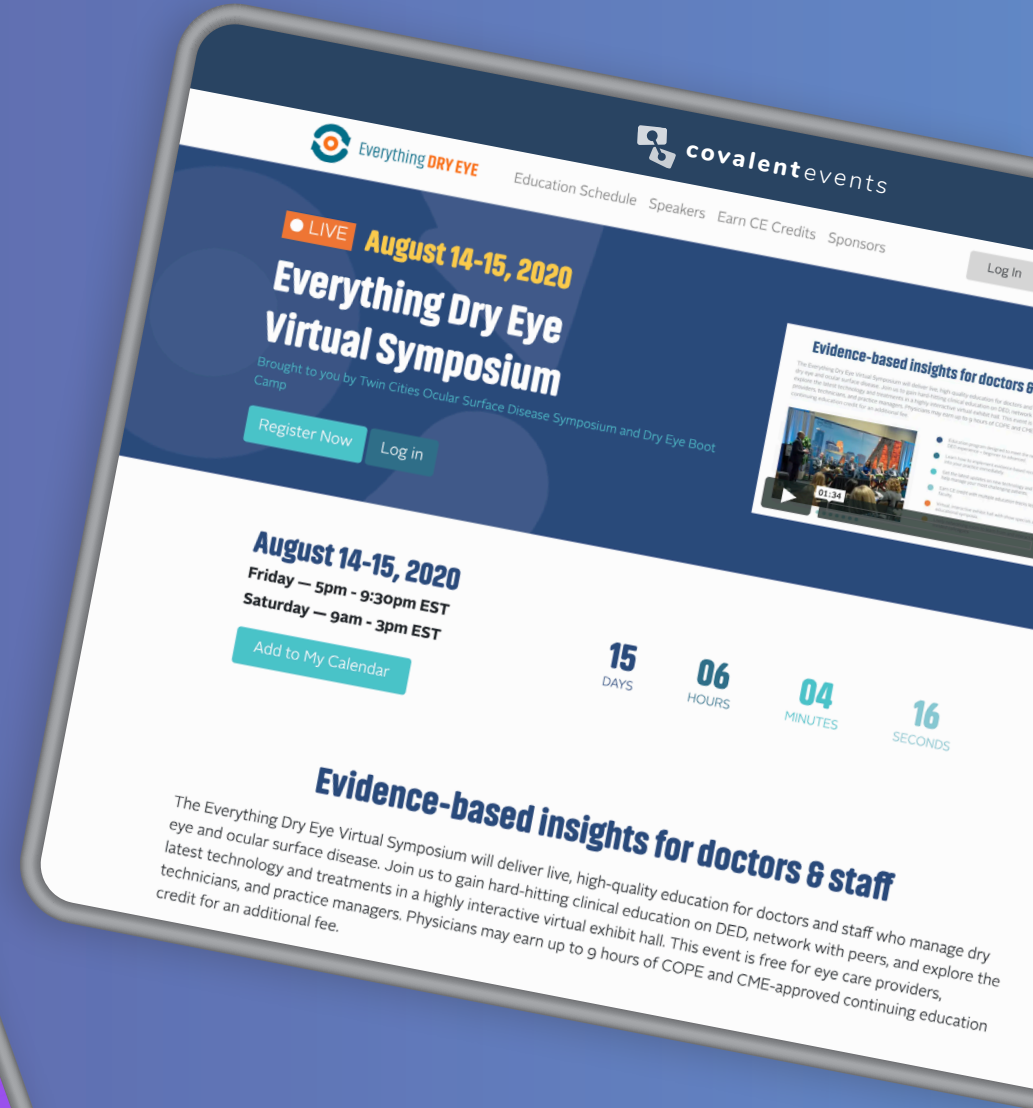
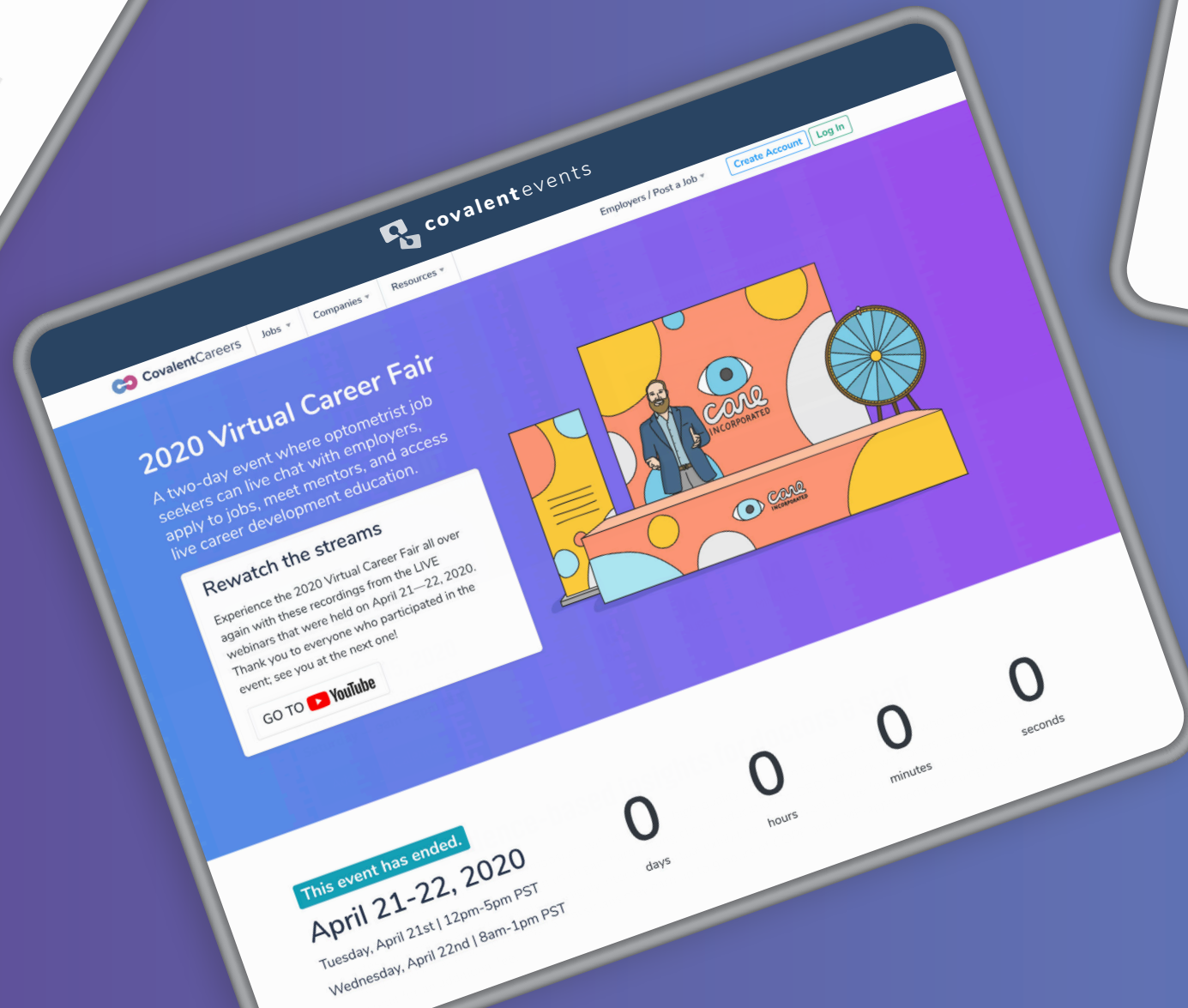
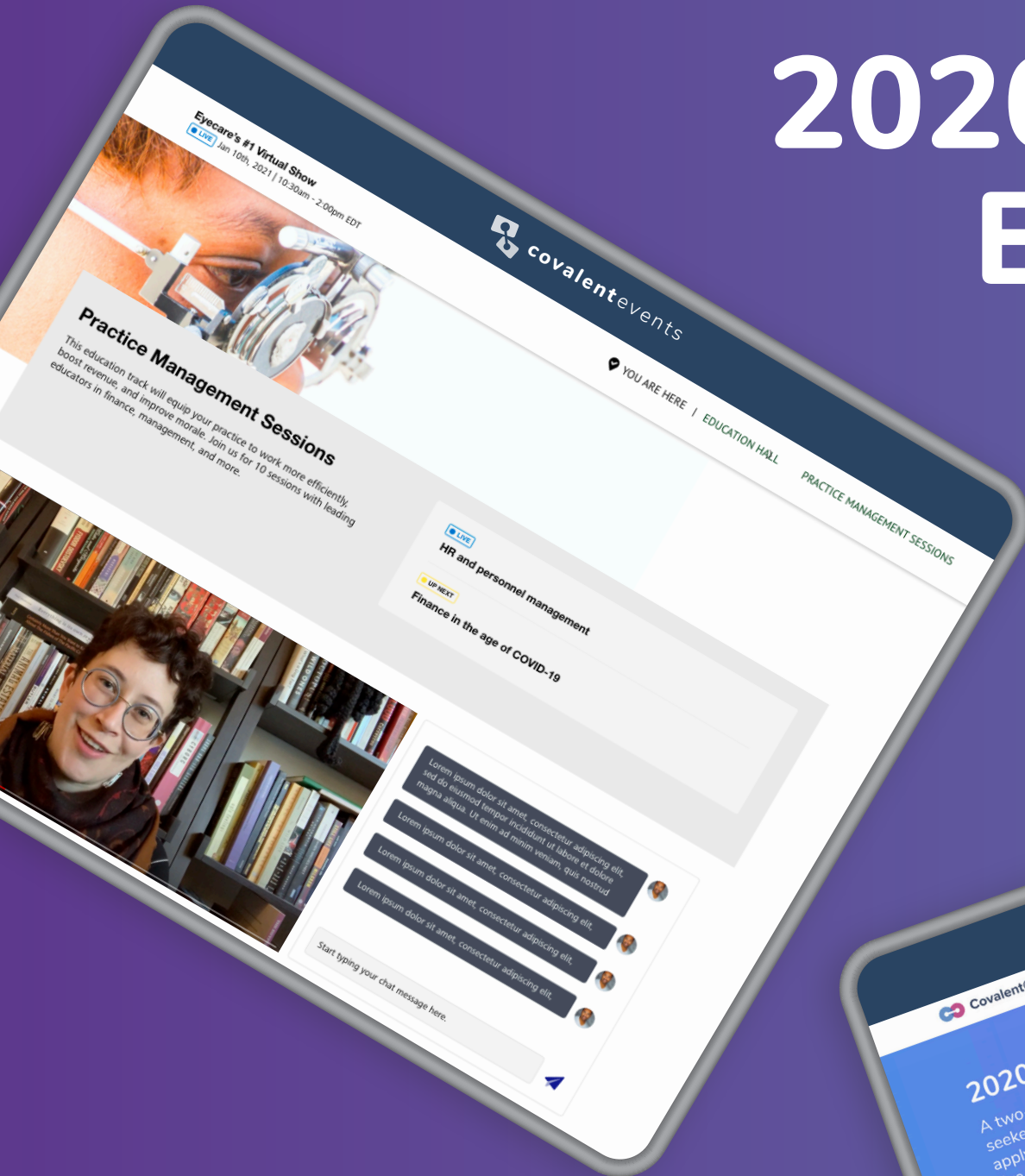


2020 Virtual Eyecare Events Report

www.covalentevents.com



INTRODUCTION

In early July 2020, we surveyed 501 optometrists, students, and other ECPs to learn about their interests and preferences for attending virtual events. Respondents rated their likelihood of attending in-person events in 2021 at a 6/10 on average. It should be noted that this already sobering rating happened right before the mid-July uptick in active COVID-19 cases across the US. Extrapolate that out and it translates to a 40% loss of foot traffic, booth sales, and ROI for vendors—a crucial stat for organizations planning future events.

Other key takeaways for those looking to host their own online events? Optometrists attend events for education and “free stuff.” The survey told us that the two biggest reasons ODs attend virtual events were to obtain continuing education (CE) credits and access live education. But the top-rated feature—in a list that included one-on-one networking and live chat—was free offerings like raffles, giveaways, and for some, free CE.

Experience is paramount at virtual events and we also sought to provide insight into what sort of experience today’s ECPs enjoy attending. While some survey respondents said they found 3D booths, which operate like a point-

and-click video game, attractively futuristic, the vast majority of respondents said that two-dimensional booth layouts were more engaging and easier to navigate. Remember: user experience is key to attendees’ enjoyment, consumption, and retention.

CovalentEvents works with eyecare companies to host virtual conferences, advisory boards, job fairs, and trade shows. We’ve hosted dozens of events, most with over 1,500 attendees. In the process we’ve learned so much—not least of which is that virtual events are a high-impact way to generate sales and boost brand equity while removing the costs of travel.

Want assistance with your own virtual event? Contact me at brett@covalentcareers.com or 858-780-4455.



Dr. Brett Kestenbaum
COO, CovalentEvents

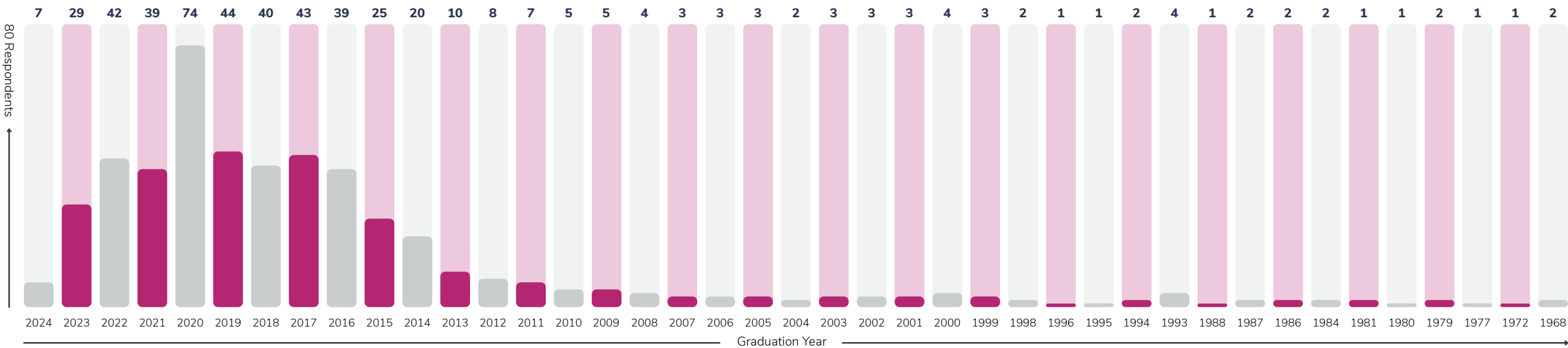
What is CovalentEvents?

CovalentEvents is eyecare’s leading virtual event platform, offering full-service virtual event solutions for online conferences, trade shows, and advisory boards in the healthcare space. CovalentEvents is a subsidiary of CovalentCreative, a tech and digital marketing company that has launched notable brands like CovalentCreators, NewGradOptometry.com, and CovalentCareers.com. CovalentCreative is headquartered in San Diego, California, and boasts a growing team of 20 individuals with content, marketing, design, technical, and talent acquisition expertise.

SURVEY DEMOGRAPHICS

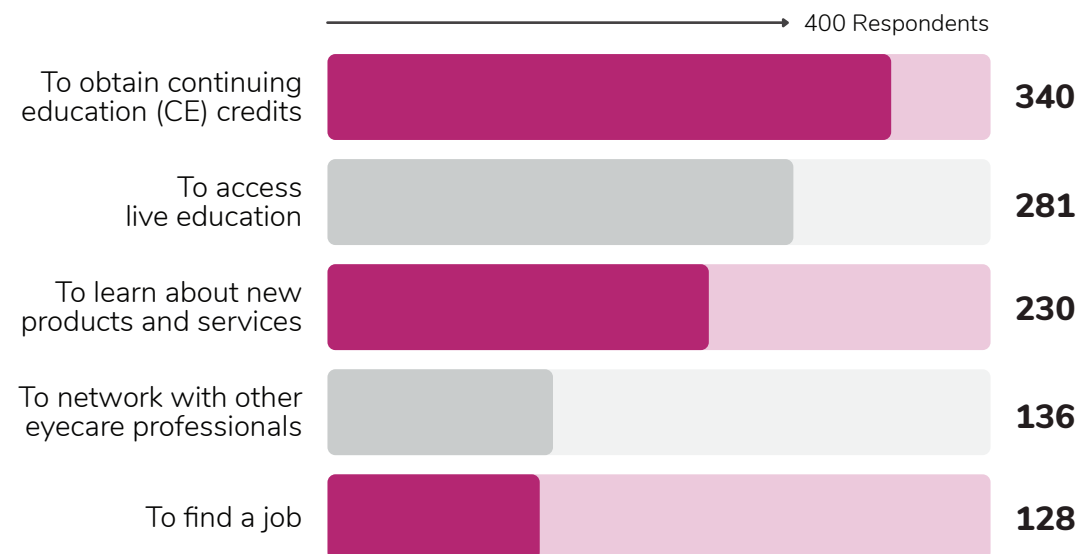
n = 501 PARTICIPANTS - 98% are optometry students or optometrists

What year did you or will you graduate from optometry school?



VIRTUAL EVENT FEATURES

What is the primary reason(s) you would attend or have attended a virtual event?



Please rate your interest in the following virtual event features (out of 10)

8.29

Raffles or giveaways

7.34

Live Q&A with presenters/speakers

6.35

One-on-one networking based on job function, interests, etc.

6.06

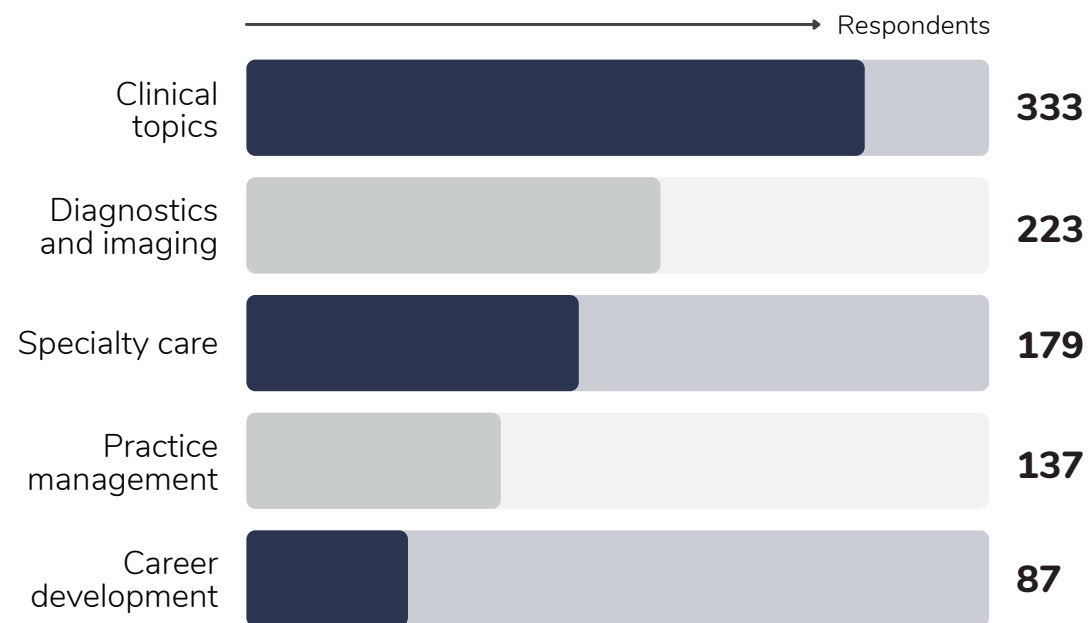
Live chat with product and/or service providers

5.49

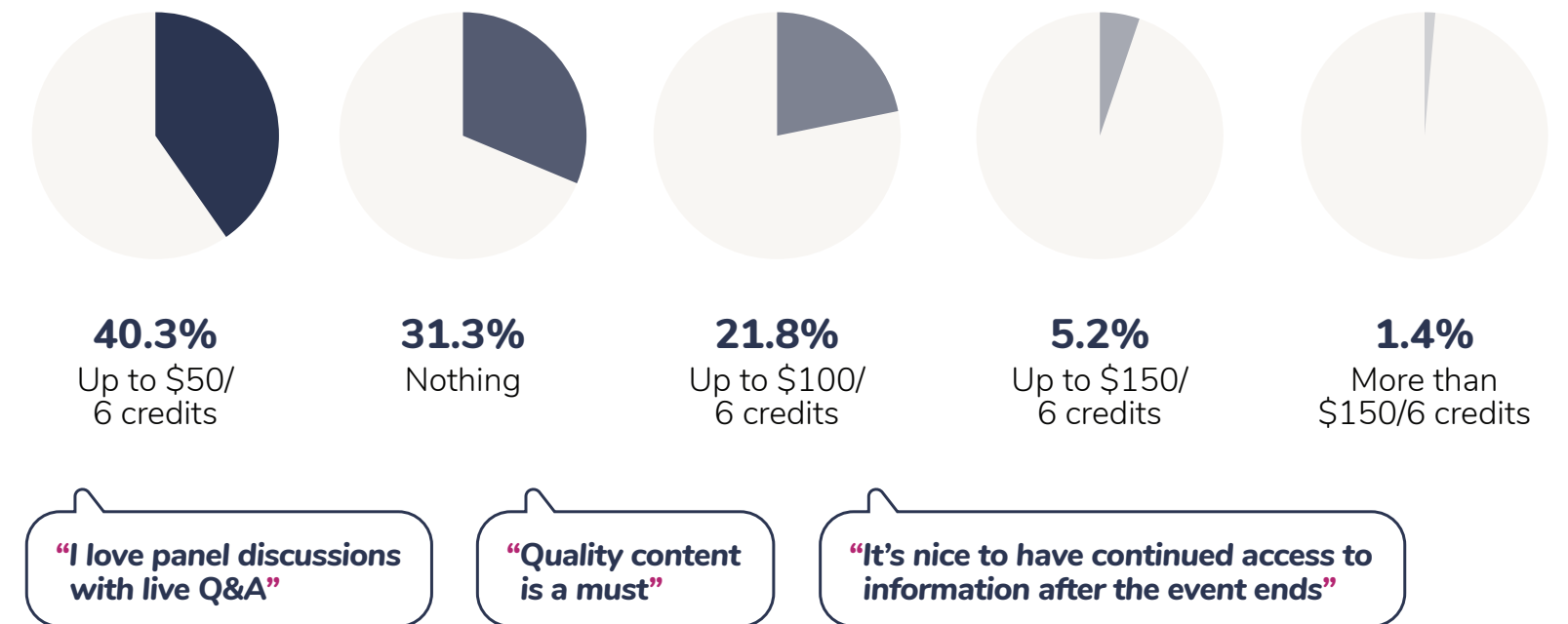
Virtual networking with peers (e.g., happy hours)

EDUCATIONAL CONSIDERATIONS

Which type(s) of education are you most interested in?



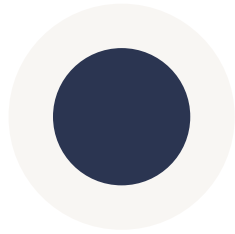
What is the most you would pay to receive Continuing Education (CE) credits at a virtual event?



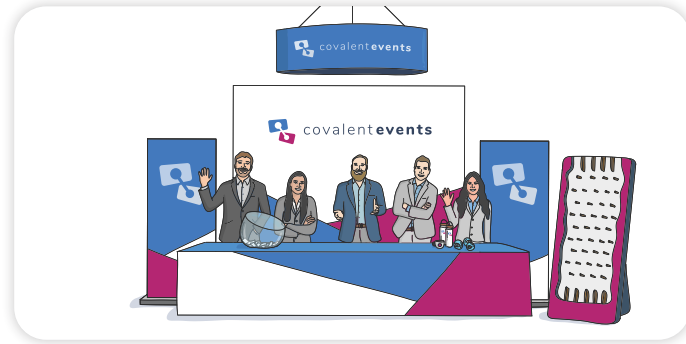
Want to hear more qualitative feedback from our survey? Fill out the form on covalentevents.com and I'll be in touch!

THE ATTENDEE EXPERIENCE

Which type of virtual event seems easier for you to navigate to find the items (sessions, exhibitors, downloads, etc.) you are looking for?



60.7%
2D booth



39.3%
3D booth

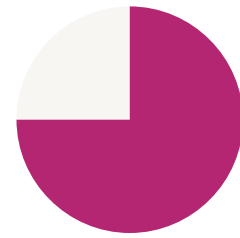


"A 2D booth is so much easier to manage vs a 3D booth. 3D booths are more fun to click through, but they look more like a video game which takes away from the booth's appeal in a work setting."

"The 3D booths are complicated and make me feel dizzy"

"Easy navigation and clear layouts please!"

What device do you prefer to use to attend virtual events?



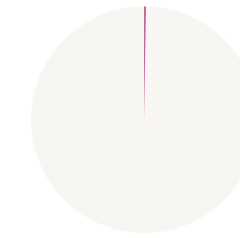
75.0%
Desktop/Laptop computer



14.2%
Tablet



10.6%
Smartphone



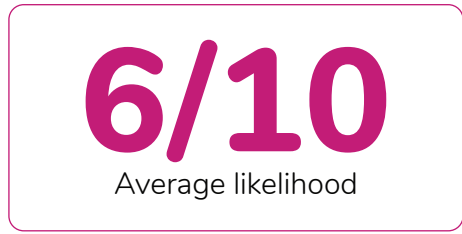
0.2%
No preference

"I'm very interested in attending more virtual events in the future featuring new advances in technology"

"Virtual events are here to stay"

"I'm hoping to do more virtual CE and discussions in the future"

How likely are you to attend an in-person eyecare event in 2021?



Reported as of early July 2020

 Want to hear more qualitative feedback from our survey? Fill out the form on covalentevents.com and I'll be in touch!

Virtual Events for the Eyecare Industry

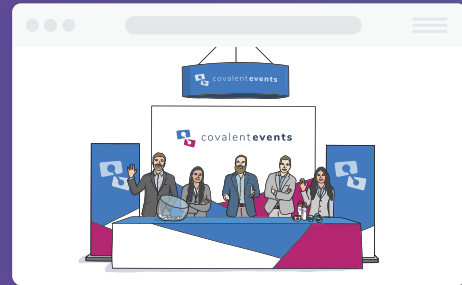
CovalentEvents is a white label virtual event technology built specifically for eyecare organizations that require 360° support and services to execute successful virtual events.

EVENT SOLUTIONS

- Virtual conferences
- Virtual trade shows
- Virtual advisory boards

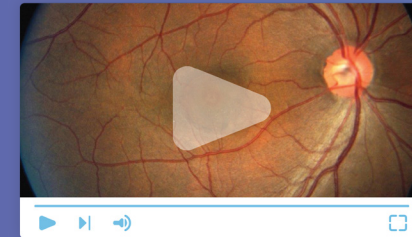
Custom show hall and booths

Engage your attendees with custom exhibit halls, booths, conference halls, and even virtual cocktail rooms.



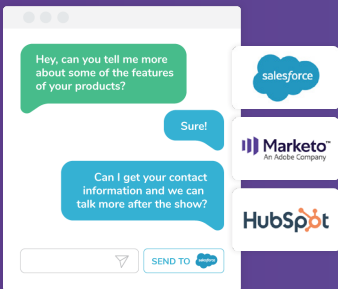
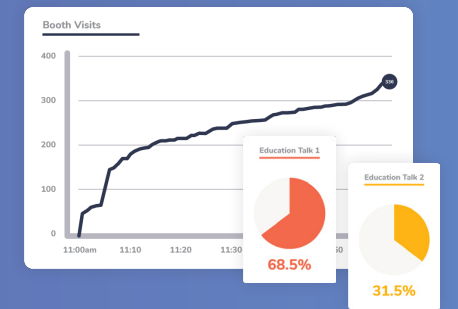
Live and pre-recorded education

Don't let travel costs or COVID-19 keep great speakers from joining your event! Speakers can present from anywhere and stream their content to all attendees.



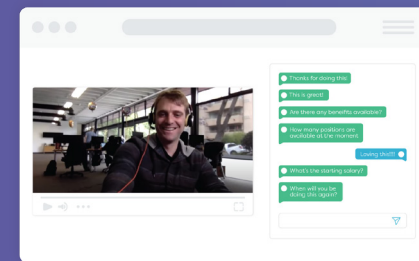
Powerful reporting

Your event dashboard will deliver both real-time reporting of metrics that impact decision making, and high-level reporting to deliver results to your executive leadership team.



Powerful sales capabilities

Bring your entire sales force to the show without any travel costs! Sales reps can manage booths, utilize live chat and sync their leads to popular CRMs like Salesforce, HubSpot, Marketo, and more!



Q&A and audience chat

Bring virtual attendees together to interact with live content, ask questions, answer polls, and share their ideas.

Supercharge your event with marketing

With 40,000+ eyecare professionals registered on CovalentCareers.com, we'll supercharge your event by building a custom event marketing campaign to ensure that your trade show has over a thousand attendees!



E-mail Marketing



Content Marketing



Social Media



Influencer Campaign



Native Advertising



Retargeting Ads



Visit covalentevents.com to learn more or contact Dr. Brett Kestenbaum, COO, CovalentEvents at 858-780-4455 or at brett@covalentcareers.com

LEARN MORE NOW