About
A non-profit international scientific society with more than 1,800 members dedicated to fostering research and education in the field of RNA science.

Goals
To transform the 2020 RNA Annual Meeting into an engaging, fully-virtual conference by providing a service to securely digitize, host, and disseminate all conference content and proceedings.

Our approach
Use Morressier's suite of workflow tools to manage the submission, publishing, and dissemination of posters, presentations, and conference proceedings.
We were thrilled to support the RNA Society in the pivot to a fully-virtual conference format. The added flexibility of an online approach meant that the meeting was a resounding success, achieving unprecedented levels of engagement, increased accessibility, and a doubling of RNA membership sign-ups post-event.

Justus Weweler, Morressier Director of Key Accounts
The Solution

Morressier managed the submission, hosting, and sharing of all posters, presentations, and proceedings for the RNA Annual Meeting. Presentations and videos were pre-recorded and displayed on a dedicated conference page, allowing delegates to explore in their own time. To adhere to the RNA Society’s privacy requirements, research was only accessible to members and conference delegates for the duration of the conference. The RNA Society was also able to access additional revenue streams via sponsorship branding opportunities.

By the numbers

- 100% attendance rate
- 91% of poster submissions completed
- 400K minutes of presentations viewed
- 250K poster interactions
Results

**Increased engagement in a secure format**
Delegates reacted very positively to the virtual conference, despite it being a completely new format. Attendees interacted over 250,000 times with conference content and watched over 400,000 minutes of video presentations over the four-day conference.

**A tailor-made conference experience**
By pre-recording all presentation tracks, delegates had the freedom to determine their own schedule to ensure they did not miss any presentations. They were able to browse conference content in their own time and best prepare for presentations by formulating questions and commentary in advance.

**New sustaining revenue streams**
Morressier generated new revenue streams for the RNA Society by including sponsor branding on presentations. Additionally, by offering free conference attendance to all society members, membership sign-ups doubled in the lead-up to the event. As a result, the conference generated a profit while remaining free for all members.

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**100% meeting attendance**
Conference content and proceedings were successfully digitized in a very short timeframe, resulting in 100% meeting attendance, unparalleled engagement, and highly positive feedback.

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**Strict data privacy requirements**
Strict data privacy requirements were maintained without compromising research access.

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**New sponsorship revenue**
New sponsorship revenue and increased membership sign-ups meant that the meeting produced a profit, without any cost to delegates.
Virtual and hybrid conference solutions that significantly increase content engagement and add new revenue streams – learn more about how your organization can benefit from Morressier’s support.