



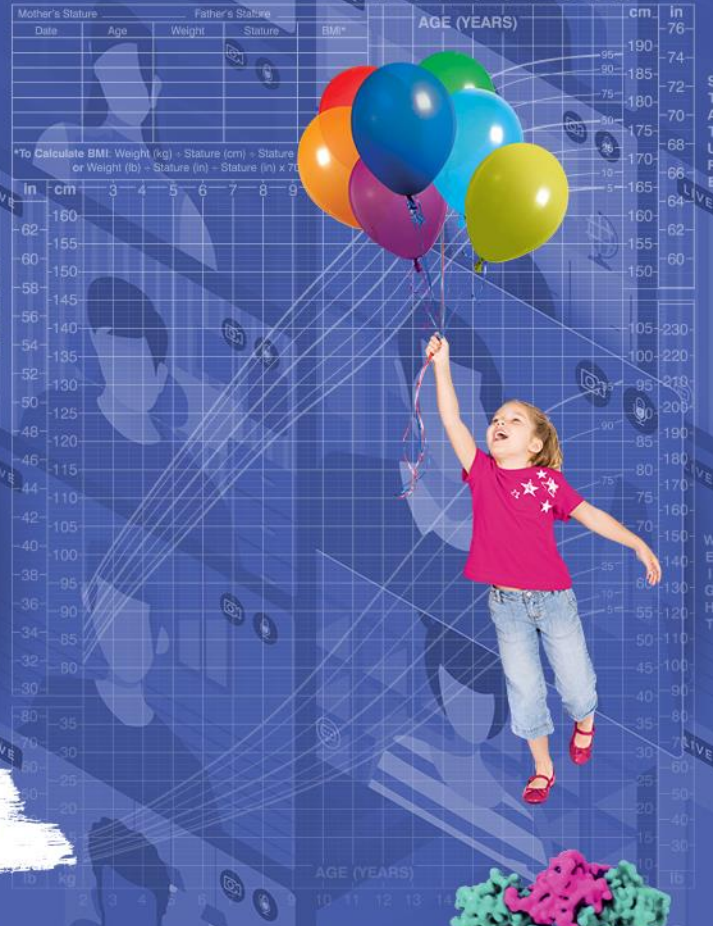
Post Conference Report

7th

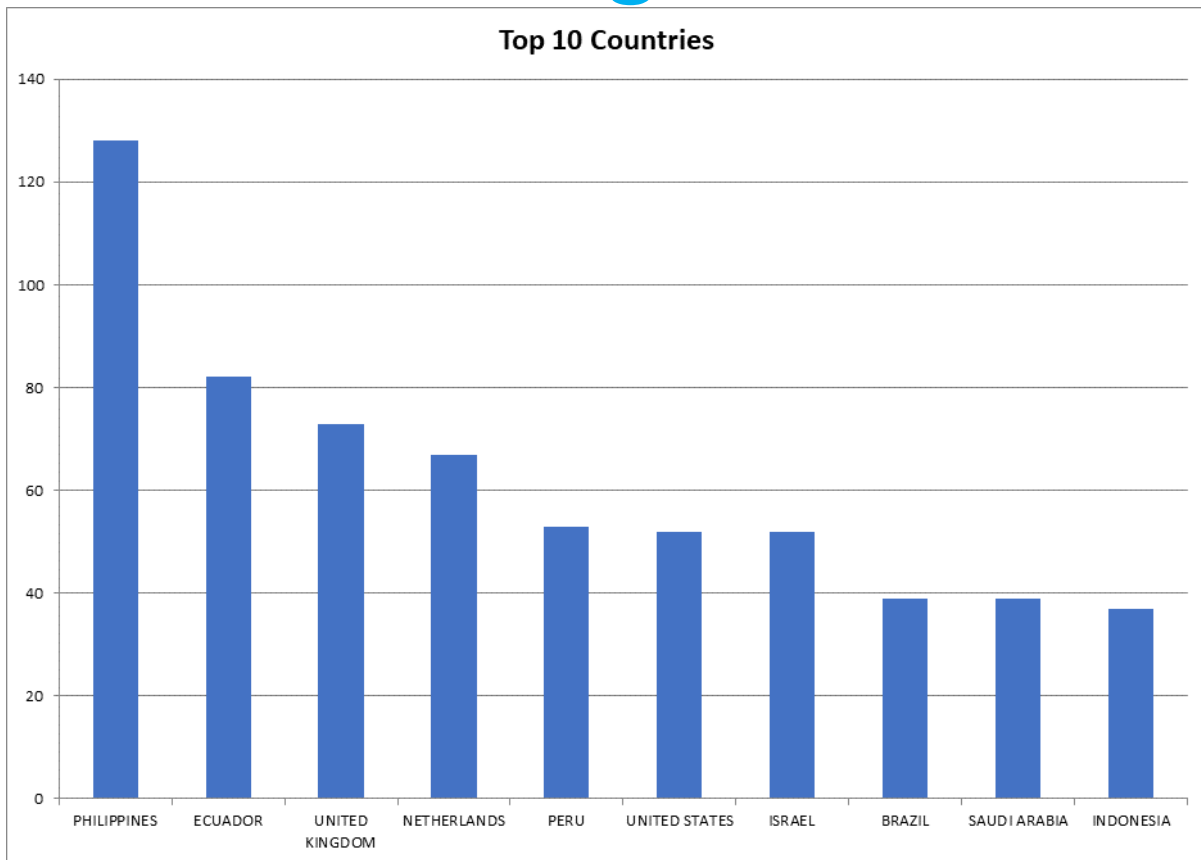
International Conference on Nutrition & Growth

27–29 August, 2020

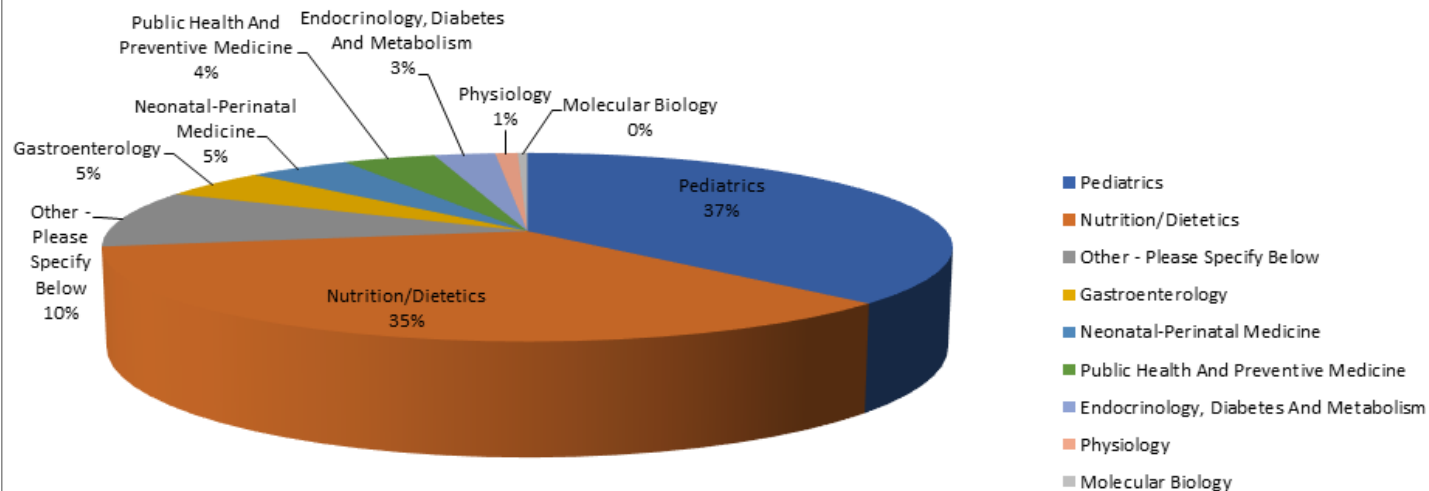
Virtual Conference



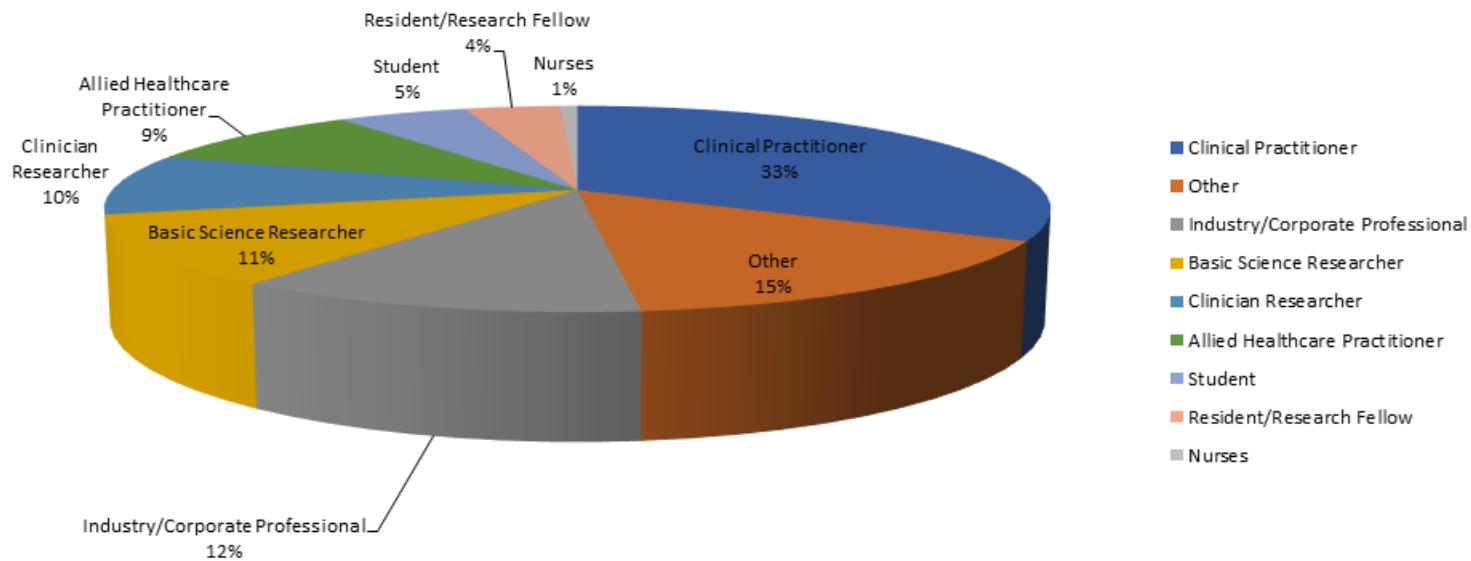
Virtual Conference Registration Statistics



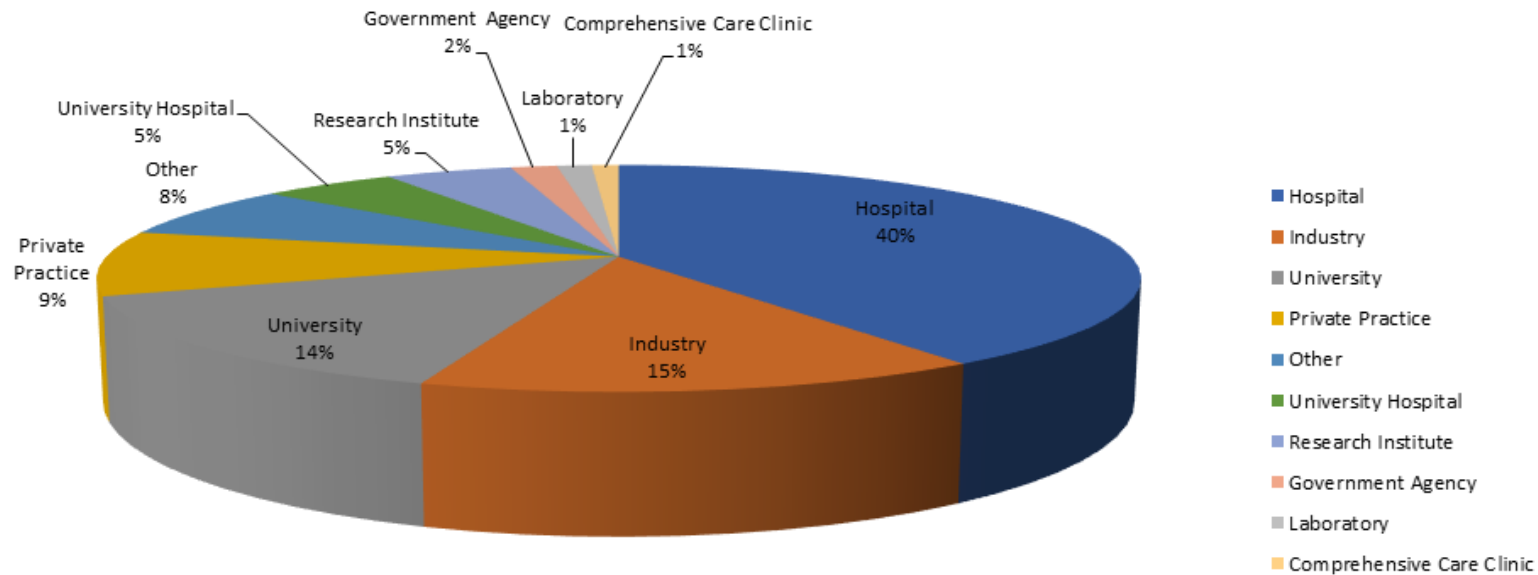
Professional Interest



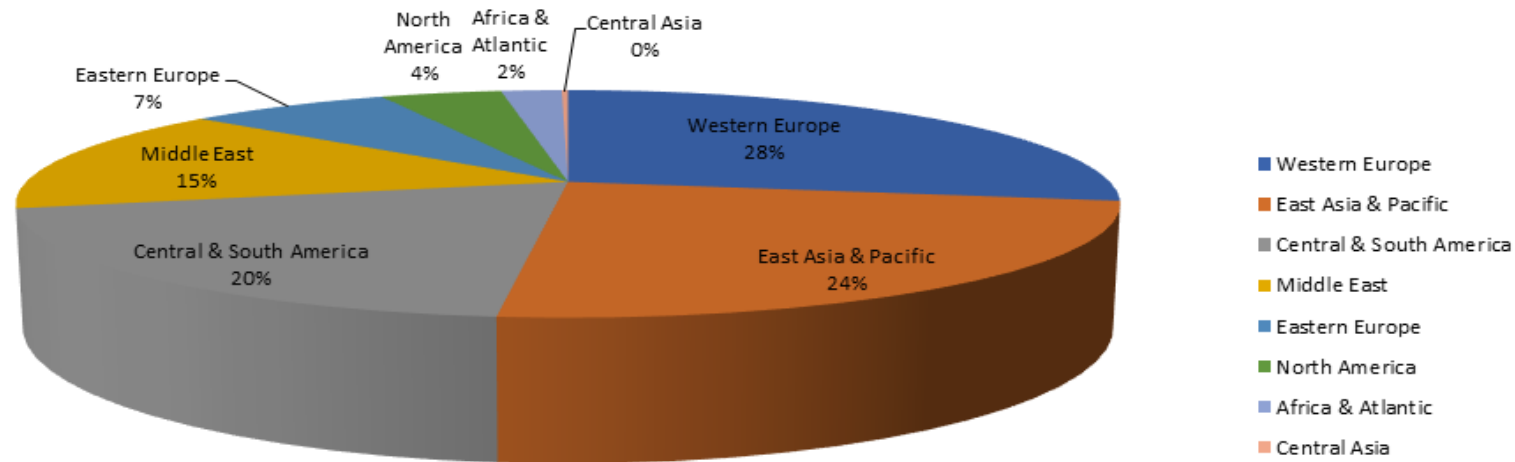
Professional Role



WorkPlace



World Regions



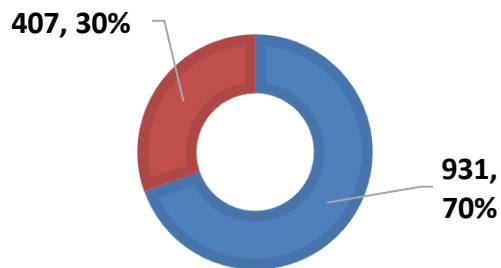
Virtual Conference Engagement Statistics

Number of registered users and number of logged in users



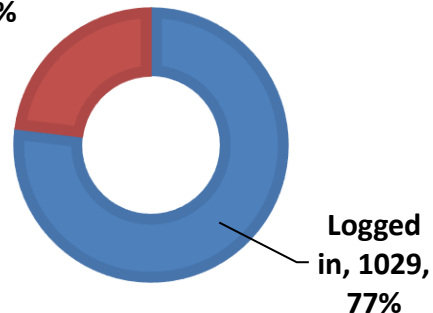
Engagement Statistics	During Congress days	Post Congress	Total Period
Number of registered participants	1,336	2	1,338
From	85 countries		83 countries
Number of logged in users	931	456 (109 new)	1,029
Not Logged In Users	407		309

LOGIN DURING CONGRESS DAYS



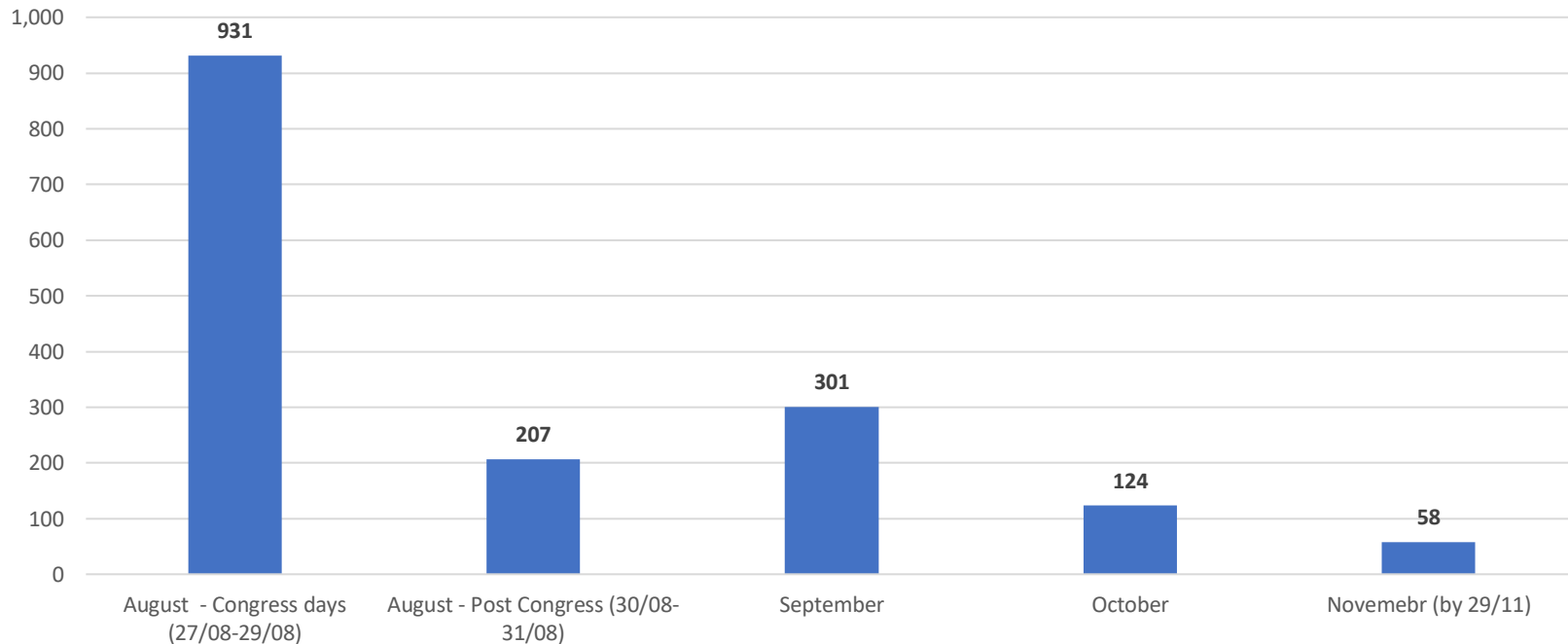
LOGIN FINAL

Did not login, 309,
23%



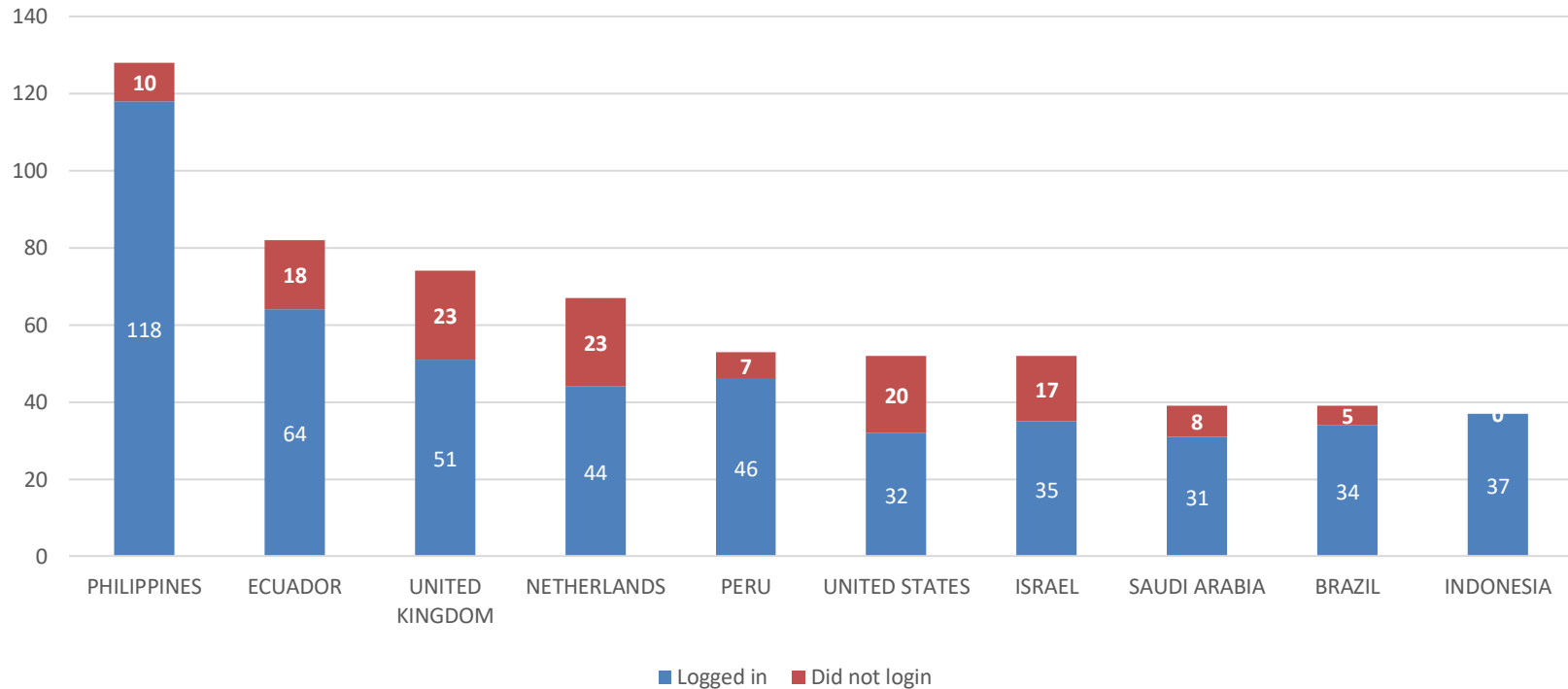
Virtual Conference Engagement Statistics

Users that logged in by period



Virtual Conference Engagement Statistics

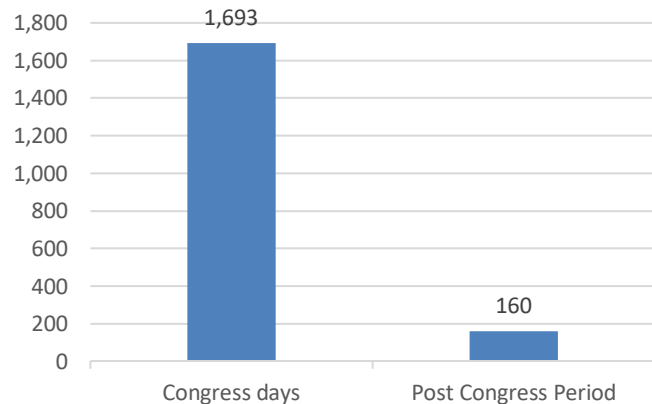
Login by Country



Exhibition



BOOTHS VISITS CONGRESS DAYS

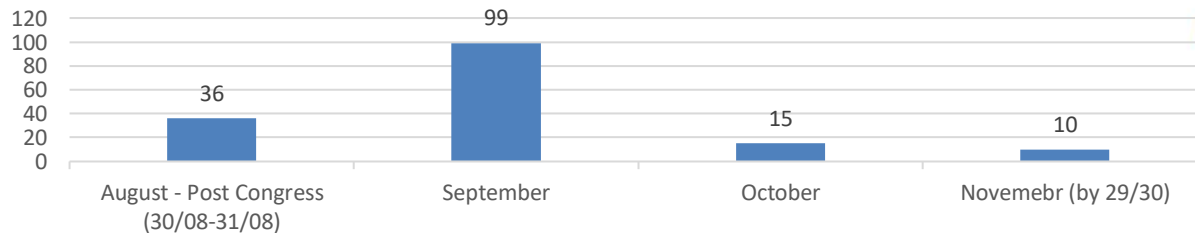


■ Unique Booths Visits

- **Exhibition visitors: total number of people who visited**
- **Unique booth visits: Total number of visits by one person per booth**
- **Total booths visits: total number of overall visits**
- **AVR= Average**

	During Congress days	Post Congress	Total Period
Number of Booths	6		
Exhibition <u>Visitors</u>	548	120 (103 New)	651
% from Logged in	59%	26%	63%
Unique Booth <u>Visits</u>	1,693	289 (160 New)	1,853
AVR booth per Visitor	3.1	2.4	2.8
Total Booth Visits	3,567	537	4,104

BOOTHS VISITS POST CONGRESS PERIOD



■ Unique Booths Visits



Sessions



	Scientific	Industry Symposium	Total
Live	1	0	1
Pre-Recorded and Live Q&A	8	6	14
Pre-Recorded	9	0	9
Total	18	6	24

Sessions Unique Views

	Scientific	Industry Symposium	Total
Congress days	5,308	1,448	6,756
Post Congress	1,506	410	1,916
Additional Post Congress	+28%	+28%	+28%

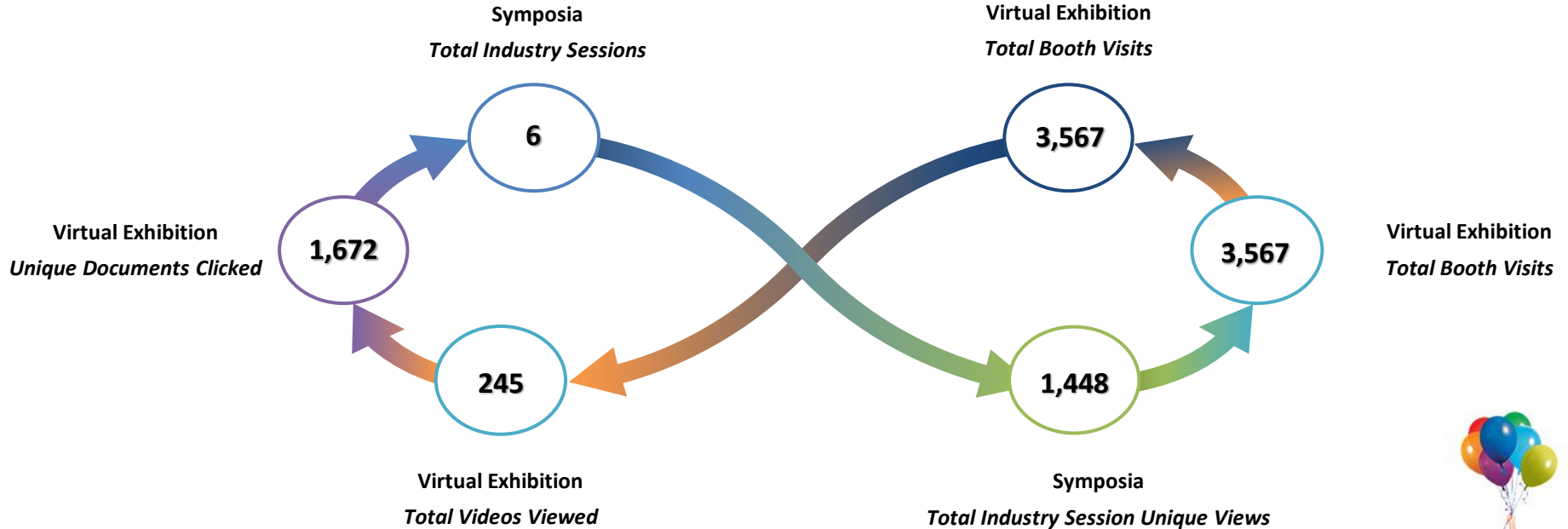


List of 10 most viewed Sessions - Congress days + Post

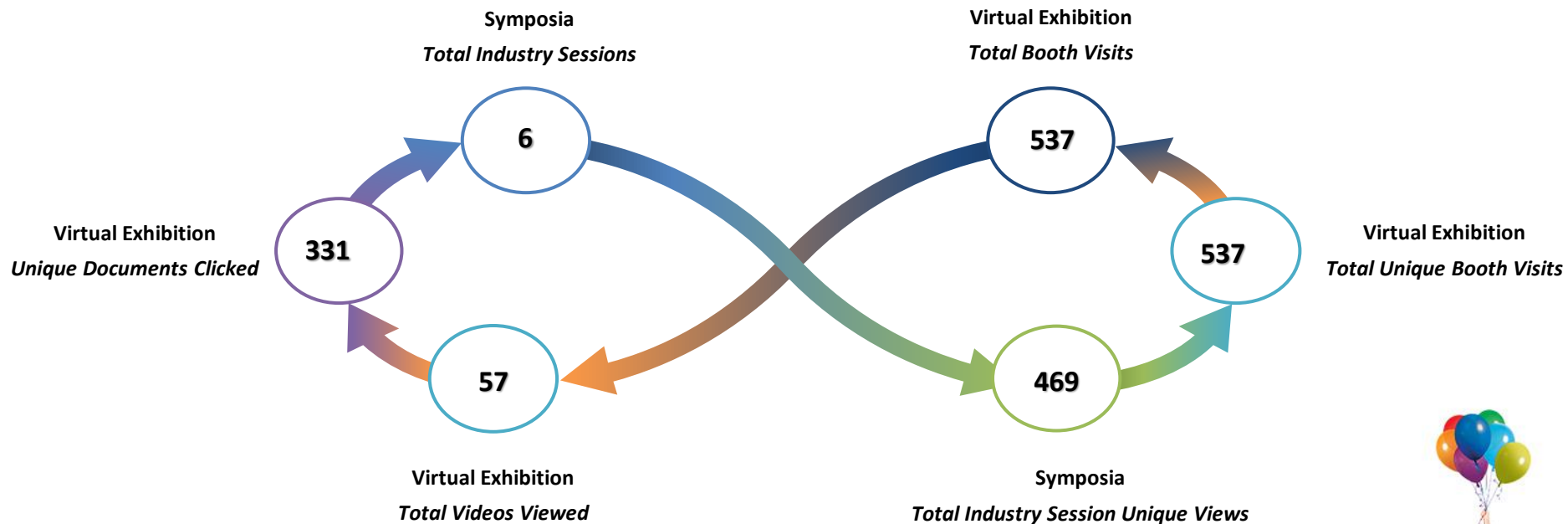
Session Name	Unique Views During Congress days
Plenary Session: Complementary feeding	918
Plenary Session: COVID-19 and human milk	695
Opening Address	666
Plenary Session: Linear growth: past, present and future	662
Plenary Session: Microbiota, COVID-19 and more	570
Where sustainability meets nutritional needs of the young Industry Sponsored Symposium by Danone	505
Plenary Session: Yearbook	492
Plenary Session: Born too small	464
Assessing body composition to optimize growth Industry Sponsored Symposium by Abbott	429
Plenary Session: Highlights in nutrition, growth and puberty	417



Industry Engagement- During conference



Industry Engagement- post conference



Noa Freilich Pollack
Industry Liaison & Sales Associate
nfreilich@kenes.com
+ 4915251087775

Virtual Conference Post-Event Consolidated Report

