

Ontario Dental Hygienists' Association (ODHA) Chooses Vocalmeet's Virtual Conference Platform



RESULTS

ODHA's Re-energize conference was a major success.

By utilizing Vocalmeet's Virtual Conference Platform, ODHA increased their year-over-year conference attendance by 400%.

About Vocalmeet

Vocalmeet has earned its reputation by providing state-of-the-art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

We understand the unique needs of today's associations & organizations and what it takes to be best in class.

THE CHALLENGE

Due to the global COVID-19 pandemic, in-person events and conferences were not permitted to operate. For ODHA, cancelling or postponing their annual Re-energize conference was not an option.

The association needed to quickly and efficiently pivot from an in-person to a virtual conference. In order to create a dynamic experience for their members, the association wanted the ability to offer both pre-recorded and live-streamed sessions. The live-streamed sessions needed to be facilitated by audiovisual professionals.

THE SOLUTION

ODHA chose Vocalmeet's live-streaming and conference management platform to host and manage their annual Re-energize conference. From the initial setup to the post-event wrap up, the Vocalmeet implementation team was highly engaged and in tuned with all their needs. The association was never left to figure things out on their own.

Registration and payment were all processed and managed within the platform. The pre-recorded and live-streamed sessions could also be accessed through the same platform, which simplified the conference experience for attendees.

About ODHA

Since its founding in 1963, the Ontario Dental Hygienists' Association (ODHA) has been dedicated to the advancement of both the practice and profession of dental hygiene in the province of Ontario. Dental Hygienists are one of the largest regulated health professions in Canada.

Representing the needs and the interests of more than 8,000 dental hygienists, the ODHA is the collective voice of its members on a number of oral and overall health-related topics in Ontario. Specifically, the association has focused its efforts to increase public awareness of dental hygiene, promote access and affordability for dental care, and expand the scope of the dental hygiene profession.

For its members, the ODHA provides improved insurance plans, professional development, and lifelong learning opportunities.

THE RESULTS

Vocalmeet's live-streaming and conference management platform enabled ODHA to host their Re-energize conference online during the Covid-19 global pandemic. This empowered ODHA to continue delivering value to their members and event sponsors despite in-person events being prohibited. By utilizing Vocalmeet's platform, ODHA quickly pivoted their conference from in-person to online and continued its mission as being a leader in the dental hygienist community.

Compared to in-person events, online conferences are more cost-effective for both the association and their members. For the association, overhead expenditures (such as the venue, food and drink, etc.) are drastically reduced or completely eliminated. Members benefit from being able to access the conference remotely, which significantly reduces the time and financial commitments normally associated with attending these events.

Another benefit of online conferences is being able to collect and analyze user data from the platform. By utilizing Vocalmeet's conference management reporting features, ODHA was able to determine that the attendance for their virtual conference was 400% higher than the previous year's in-person conference. Other data related insights such as member engagement, session attendance, and sponsor analytics can easily be tracked using the reporting feature.

Reliability and technical support are critical for virtual conferences. As a leading technology provider for associations in North America, ODHA trusts and relies upon Vocalmeet's platform and technical support team to handle the influx of attendees and their technical inquiries. For the duration of the conference, there were no technical disruptions and the attendees were able to enjoy the conference experience.

Instead of cancelling or postponing their annual Re-Energize conference, ODHA delivered value to their members and events sponsors. With Vocalmeet as your partner, you will be able to focus on providing the best online conference experience for your members while we handle the rest.