Before the 2020 shift to virtual learning:

- 59% of our live CE activities were scheduled on weekends
- 74% of preregistrants attended
- Few day-of registrants

From March–December 2020, Vindico Medical Education scheduled 63 independent webinars

**Attendees**

- 68% Register the week of
- 31% Register the day of

### Attendance Trends

- Attendance consistent regardless of day of week
- Highest attendance during lunchtime and the evening
- Attendance lowest in September (back-to-school) and December (holidays)

### Possible factors impacting attendance in virtual learning:

- No travel
- Less planning
- Distractions

### Vindico’s approaches to the era of hybrid learning

- Send invitations and reminder emails closer to virtual education date
- Increase focus on email and web ads, with fewer postal mailings
- Intelligent marketing with newer software
- Prepare for higher number of day-of registrants
- Set higher registration target
- Ensure active participation is available for virtual attendees
- Off-screen call-in for virtual attendees
- Potential for small-group video stream-in

18% of our attendees of virtual education in 2020 plan to return to in-person education immediately after social distancing guidelines subside

37% now prefer virtual education over in-person education