The Poster Hall will look similar to this:

<table>
<thead>
<tr>
<th>Poster</th>
<th>Chat</th>
<th>Poster Room</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Presenter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applying strategies to extend the event lifecycle</td>
<td>Amilie Parent</td>
<td>Events are no longer restricted to a physical setting or time allotment. Due to COVID-19 more</td>
</tr>
<tr>
<td>Commercially Available Automated Vehicles and Their Implications on Traffic Signal Operation</td>
<td>Vivian Sun</td>
<td>Commercially Available Automated Vehicles and Their Implications on Traffic Signal more</td>
</tr>
<tr>
<td>Comparative Performance Evaluation between DSRC and C-V2X for CAV Technology</td>
<td>Jacob Lilly</td>
<td>Comparative Performance Evaluation between DSRC and C-V2X for CAV Technology more</td>
</tr>
</tbody>
</table>

When an attendee clicks on your poster, this is what they will see:

Applying strategies to extend the event lifecycle

Presenter: Amilie Parent

Events are no longer restricted to a physical setting or time allotment. Due to COVID-19 and travel restrictions, many event professionals made the switch to virtual events. This format of event is essential, even as the vaccine becomes widely available. By leveraging the accessibility of virtual events, organizations can remain top of mind for attendees, as well as continue connection, engagement, and learning. Further, event planners can better understand attendees' interests, pain points, and what is most relevant to them. The poster shows the correlation between attendee engagement and extending an event's lifecycle. It further provides event strategists with tested and successful ways of gathering key insights from attendees and incorporating these findings into marketing materials as well as subsequent event planning to better tailor programs for participants.

Abstract

Extending an event’s lifecycle post-event while concurrently maintaining, or increasing, attendee engagement

Objective
You will have direct Q&A, that will look like this:

Lastly, Poster presented can present in a live-roundtable set up to all those who are interested in learning more about the poster – You’ll have the ability to share screen and present poster and research to anyone who comes and visits the poster hall and poster booth.
The poster can be magnified for best visuals and study:

### Extending an event’s lifecycle post-event while concurrently maintaining, or increasing, attendee engagement

**Background**

Events are no longer restricted to a physical setting or time allotment. Due to COVID-19 and travel restrictions, many event professionals made the switch to virtual platforms. This switch is essential, even as the vaccine becomes widely available.

By leveraging the accessibility of virtual events, organizations can remain top of mind for attendees, as well as continue connection, engagement, and learning. Further, event planners can better understand attendee’s interests, pain points, and what is most relevant to them.

The poster shows the correlation between attendee engagement and extending an event’s lifecycle. It further provides event strategies with tested and successful ways of gathering key insights from attendees and incorporating these findings into marketing materials as well as subsequent event planning to benefit future programs for participants.

### Objective

This study was conducted to determine the feasibility of maintaining or increasing attended engagement when incorporating the use of virtual events as part of an organization’s ongoing event lifecycle.

### Session types

- On demand
- Pre-recorded
- Webcast
- Live

### Method

Virtual events across a variety of industries throughout the calendar year were planned and tracked to see pre, during, and post event engagement by quantifying time spent in platform, number of visits to platform, which sessions were participated in live vs. on-demand, and participation on community Q&A boards, roundtables, and with post-event content.

A control group event was created on a duplicate platform but had no post-event material or events as part of the schedule. Participants experienced the same content during the scheduled event itself.

### Reasons for attending

- Networking: 23.4%
- Learning: 42.6%
- Engagement: 31.9%
- Connections: 2.1%

### Conclusion

Incorporating strategic event planning with regards to post-event content, subsequent event planning, and targeted marketing materials directly related to the platform strongly positively affects attendee engagement and extension of event lifecycle.
Poser Presenters can upload a video presentation for the off-poster presentation times for attendees to view on-demand:

**BACKGROUND**
- Include online purchasing Apps allow power benefit to be used online.
- Lower margins to price and offer home delivery directly to lower order sizes.

**OBJECTIVES**
1. Identify the extent to which retail policies and practices exist to support the use of online food retail to lower order sizes.
2. Determine the market finance that supports healthy eating.

**METHODS**
- Research Design: Quantitative content analysis
- Sampling: Selection of 1 online grocery retailer and 3 supermarket chains.
- Procedure: Collect data from each retailer to analyze the policies and practices available.
- Analysis: Use content analysis to identify and extract relevant data.

**RESULTS**

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**FINDINGS AND CONCLUSIONS**
- Common practices may limit use among low-income shoppers
- Improved self-service online payment and new delivery options may better serve
- Available options should be more readily available

**REFERENCES**