



## 2020 AAP Virtual Meeting

A private concert by Jennifer Hudson. A cooking lesson with Wolfgang Puck. A trivia game show competition. The American Academy of Pediatrics (AAP) took the challenge of designing and executing an engaging virtual experience for its global membership base seriously - and it paid off!

**4 days | 592 live speakers | 413 pre-recordings  
14,700 professional attendees (52% increase over 2019)**

AAP's annual meeting successfully and effectively wove inspiration, education and fun throughout its multi-day agenda. And, to ensure maximum value, all content was made available online so attendees can catch up on what they missed (or tune in for a refresher).

AAP used ProjectionNet for the virtual speaker ready room, rehearsals, and uploads of pre-recordings. Beyond these, the meeting leveraged multiple tools to deliver the desired experience:

- vMix Software Video Mixer and Switcher with personalized kits for plenary session speakers;
- Zoom for section and counsel meetings and Spanish-language translation;
- Conferences.io for polling and the trivia game show;
- A combination of Unreal Engine, camera tracking and green screen technology to build a 60 Minutes-inspired 3-D environment to produce the president's address and interview with Dr. Anthony Fauci.

*"Our members love to learn and laugh and collaborate together, so it was critical that the virtual experience seamlessly enabled each of those elements. We exceeded all expectations for attendance numbers and experience delivered. Our members were inspired, educated and entertained – and they found new ways to collaborate and network."*

**-Cindy Airhart, CAE, Senior Director, Meetings and Travel, American Academy of Pediatrics**