

How to Conduct a Grand Medical Conference By Integrating Web-based Panel Discussions

Meta description: Klewel helps the ZDFT team successfully synchronize and execute live surgery workshop without technological obstacles.

As the global COVID-19 crisis takes a new turn, both small-scale and large-scale businesses have become increasingly reliant on contemporary solutions. The need to shift to alternative ways of conducting business is a direct result of companies not being able to interact in a physical setting with their clients and acquaintances.

One well-known form of solutions is adapting to digital communication when companies conduct their regular conventions, demonstrations, and conferences. However, when it comes to shifting a global summit from physical interaction to a live-streamed one in light of social distancing, undivided concentration and precision is required.

As Klewel's vision is to provide customers with clear-cut assistance to hold important events online, the digital service company recently collaborated with Zürich Society of Dermatology in order to help them conduct their annual exhibition. The medical seminar which usually takes place over a span of 2-3 days was presented to the audience 100% live to adapt to the restrictions of this elongated global pandemic.

In previous years, Klewel has been a constant provider for renowned institutions like Zurich Society of Dermatology (ZDFT) for recording and archiving their annual meetings in dedicated public and private spaces. Previously this scientific symposium was held at the Zürich Kongresshaus and the next year it was held at the Zurich World Trade Center.

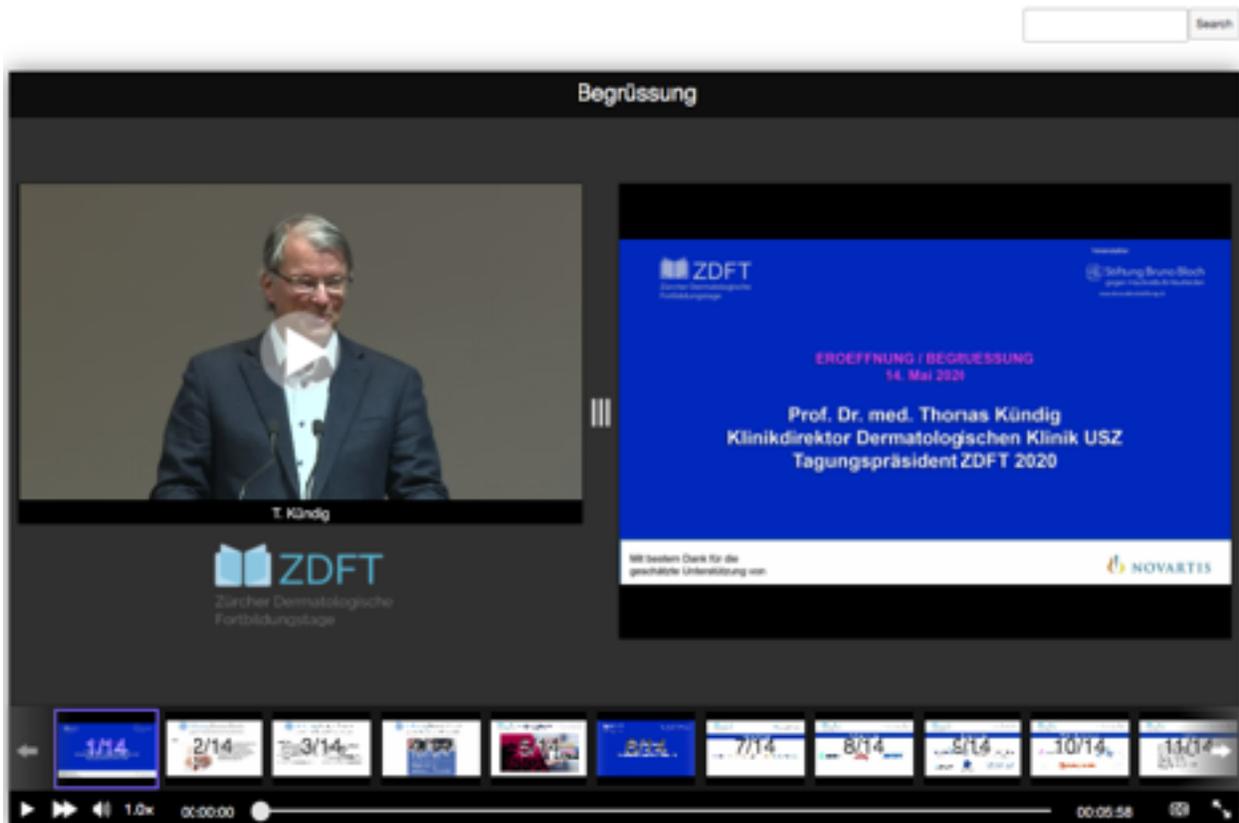
As of 2020, the ZDFT conference was supposed to be held at Messe Luzern located in Switzerland. On the contrary, as the crisis began to expand, Klewel's new-age technology replaced the traditional ways of ZDFT's dermatology convention.

Klewel and ZDFT Join forces To Conduct Dermatology Workshop



The Bruno Bloch Foundation at University Hospital Zurich, Dermatology in partnership with the Zurich Society of Dermatology manages a workshop for medical practitioners from around the world on an annual basis. This event is mainly held in Switzerland's city of Zurich every year. Specialists belonging to the ZDFT meet for 3 days to hold intensive training workshops and share their scientific knowledge with the intention of advancing the medical community of dermatology.

This year the ZDFT conference was among the various important educational seminars affected by the growing statistics of the novel coronavirus. To stay in touch with government's guidelines of social distancing, for the first time ever ZDFT conducted its 10th annual dermatology workshop using the format of live streaming.



Klewel proposed an inclusive webcasting solution to aid ZDFT in bringing the dermatology community together to share their knowledge with one another despite the current circumstances of the world. Klewel made it possible for the annual workshops to be accessed by interested parties by providing their web platform to ZDFT with complete tools to capture the core of these seminars.

Mrs. Catherine Frey-Blanc, Project manager at Dermatological Clinic at the University Hospital Zürich, Switzerland, narrates her experience of using Klewel's services:

"This is already the fifth time that we have worked with Klewel within the framework of our "Zürcher Dermatologischen Fortbildungstage", i.e. recording the lectures for studying afterwards on the Internet site. This year was a special challenge, as the entire congress had to be reorganised within a short time and streamed live for 2 days, interactive with a voting system and continuous input of feedback and lessons for self-study.

With this high level of professionalism, flexibility and empathy, Klewel gave us excellent support and contributed significantly to the success of the event. We especially appreciated the uncomplicated exchange and the high level of service readiness of the entire Klewel team.

We can and have already recommended the cooperation with Klewel."

How Klewel Escorted ZDFT with Their Intricate Medical Workshops Online

“For me, such a form of advanced training would also be an alternative in the future: the quality of the lectures is great because it is acoustically understandable and the presentations are super legible! Only the social aspect with the exchange between colleagues would be neglected.”

Step 1: Klewel Helps Preplan ZDFT Conference

Since this was a medical conference a physical space was needed in order to showcase the demonstrations such as performing surgery as part of a comprehensive workshop. The COVID-19 pandemic is an unfamiliar situation for everyone around the globe. In such hard times, it is challenging to protect oneself from the virus while also attempting to adhere to the routine business sessions.



To keep the medical professionals holding the conference safe, ZDFT decided to place their set up at the Careum auditorium of the Zurich Hospital with the help of Klewel’s team. The infrastructure provided them with necessary medical tools and settings needed to hold the workshops successfully. Inside the auditorium only the speakers of each current session were present. This ensured that global health measures were practiced and the speakers of the dermatology seminar were protected.

Step 2: Klewel Provides Technological Services to ZDFT



This year ZDFT's theme was 'connective tissue diseases' which required not only presentations but also a coverage of live surgery in high-quality without missing any important details of the process. Klewel coordinated with ZDFT in all technological aspects to make sure the audio, video and slide shows of the conference were captured entirely. Once the auditorium was selected all important tools were set up and tested for accuracy before the live streaming of the event began.

Step 3: The Live Transmission Begins



The conference began on the 14th of May after good visual and audio quality was ensured by Klewel. The biggest challenge of this workshop was the coverage of a live surgery session. Because the surgery was to be conducted inside an operating room located at Zurich University Hospital, a well-coordinated broadcasting network was required to cover the live transmission between these two separate locations as well as keeping in touch with the live audience.



Through consultation with Klewel, ZDFT managed to connect the operating room with the auditorium to make sure the flow of the session was maintained without missing any crucial steps of the live operation.

Step 4: Maintaining Interaction between ZDFT Speakers and the Audience



In a physical setting when a conference is conducted, a very progressive part of each session is participation from the audience. Through that new ideas get noticed and the educational content shared by the speakers can be challenged or extended through the lenses of the audience members. For this ZDFT training workshop, Klewel used an interactive tool known as Slido to conduct live questioning and answering sessions as well as polling. Just like previous years, ZDFT managed to gather numerous positive audience responses with the help of this tool.

Step 5: Engaging with the Sponsors of ZDFT's 10th Dermatology Conference

Without the support of sponsors and partners of the ZDFT conference 2020, the ZDFT team would have found it extremely challenging to ensure the extent and exposure of their events. In order to make sure sponsors were not compromised but appreciated, Klewel used its efficient tools to stream videos of each sponsor during the breaks taken between each session of the workshop.

Step 6: Recording Feedback

“This year's ZDFT were just super good! I was able to enjoy more lectures than ever before, also because I was able to stop the lectures and then continue to see when it was right for me again. The lectures were very interesting and well presented. The quality of the transmission was excellent. I really enjoyed these training days and in the future I would like more streaming congresses that I can enjoy efficiently and in a time-saving way from home.”



After successfully executing the live streaming of ZDFT dermatology conference, the work was not over for the sponsors, speakers, and organizers of the event. At the end of each scientific symposium, audience feedback is collected for future notes and measuring the impact of the conference in general. Using the Slido tool, Klewel's organizational team helped ZDFT record and collect important insights shared by the participants.