



## Pediatric Academic Societies Meeting

Pediatric Academic Societies 2019 Meeting | Driving Engagement and Attendance Via Social Media and Public Relations

### THE CHALLENGE

The annual Pediatric Academic Societies (PAS) Meeting is the leading event for academic pediatrics and child health research. Pierpont partnered with PAS in 2019 to accomplish three primary goals:

- To drive earned media coverage of PAS 2019
- To increase social media followers and engagement for PAS 2019
- To maximize registration and attendance for PAS 2019

### OBJECTIVE

Working closely with PAS, Pierpont exceeded all goals and PAS 2019 was a smashing success, with extensive news coverage, robust social media growth and activity, and full attendance at PAS 2019.

### APPROACH

**Earned Media:** Pierpont reached out to key health journalists in the days and weeks leading up to PAS 2019.

**Social Media:** Pierpont also helped compose and post salient social media content.

### RESULTS

**Earned Media:** These efforts, combined with the presence of a Pierpont PR expert at the meeting itself, resulted in coverage in dozens of publications, including:

- **Becker's Hospital Review:** Eat, sleep and console' a boon for opioid-exposed newborns, study shows
- **S. News & World Report/HealthDay:** U.S. Teen Opioid Deaths Soaring
- **MedPage Today:** Lipids Seem to Boost Brain Volume in Extreme Premies
- **Medscape:** Common Chemicals May Play a Role in Childhood Obesity
- **WOAI-TV (NBC San Antonio):** New drug to help treat Type 2 diabetes in Children
- **Yahoo! News/ANI:** Study examines the history and resurgence of milk sharing practice

**Social Media:** Pierpont's work also led to increased engagement across all social media platforms during the first half of 2019:

- Twitter - 1.4% engagement rate
- Facebook - 10.3% engagement rate
- Instagram - 6.4% engagement rate

Of note is that all of these engagement rates are above average for each social media channel.

**Attendance:** Thanks to the news coverage leading up to the meeting and the social media activity, attendance at PAS 2019 exceeded 6,800 and the opening session was the largest in PAS history.

In sum, Pierpont's proactive and strategic approach to PR and digital marketing - combined with close collaboration with PAS - resulted in incredible news coverage, outstanding growth, and engagement on social media, and high attendance.