



# **Pediatric Academic Societies | Driving Event Interest & Attendance**

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## **THE CHALLENGE**

Pediatric Academic Societies (PAS) connects thousands of pediatricians and other health care providers worldwide. This international gathering, delivered in-person and on demand after the live event, offers opportunities for a global audience of physician-scientists, clinicians, and educators to share research, explore new ideas, build career opportunities, and collaborate on future projects. The annual Pediatric Academic Societies (PAS) Meeting is the leading event for academic pediatrics and child health research. The American Pediatric Society is one of the key four partnerships producing this event, and they reached out to Pierpont to assist in gaining interest and awareness in the 2019 PAS meeting.

## **OBJECTIVE**

Pierpont partnered with the APS 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 and to maximize registration and attendance for PAS 2019. 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**

Pierpont reached out to key health journalists in the days and weeks leading up to PAS 2019. These efforts, combined with the presence of a Pierpont PR expert at the meeting itself, resulted in coverage in dozens of publications, including U.S. News & World Report/HealthDay, MedPage Today, Medscape, WOAI-TV (NBC San Antonio), Yahoo! News/ANI and Becker's Hospital Review.

## **RESULTS**

By establishing clear messaging and an ambitious editorial calendar, Pierpont increased social media followers from January to May: Twitter - 22.4% increase, Facebook - 3.8% increase, Instagram - 68.3% increase. 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.

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 credible news coverage, outstanding growth and engagement on social media and high attendance.