



MÉDECINS SANS FRONTIÈRES (MSF) is an international humanitarian-aid, non-governmental organization, comprised of over 26,000 volunteers, in over 60 countries, ranging from doctors and nurses to logistical experts and engineers. MSF is dedicated to delivering emergency medical aid to people affected by conflict, epidemics, disasters or exclusion from healthcare.

Event Date: Friday 23rd May 2014

MSF UK held their fourth annual Scientific Day at 1 Wimpole Street in 2014. The day is an annual conference featuring presentations from MSF staff running projects across the globe, as well as healthcare professionals from leading organisations such as Harvard and Save The Children.

Attending the event was a mix of MSF staff, academics and journalists. The ever-popular event saw 292 delegates fill our 300-seat Guy Whittle Auditorium. However a staggering 2200 online viewers, from 102 countries, watched the event in full online using 1 Wimpole Street's online streaming service.

A perfect match for the geographical dispersion of MSF's staff, who work in some of the world's most inaccessible places, the live stream of the Scientific Day allowed MSF to not only broadcast the event live to these staff, but allowed those watching to interact with their fellow online viewers and live delegates.



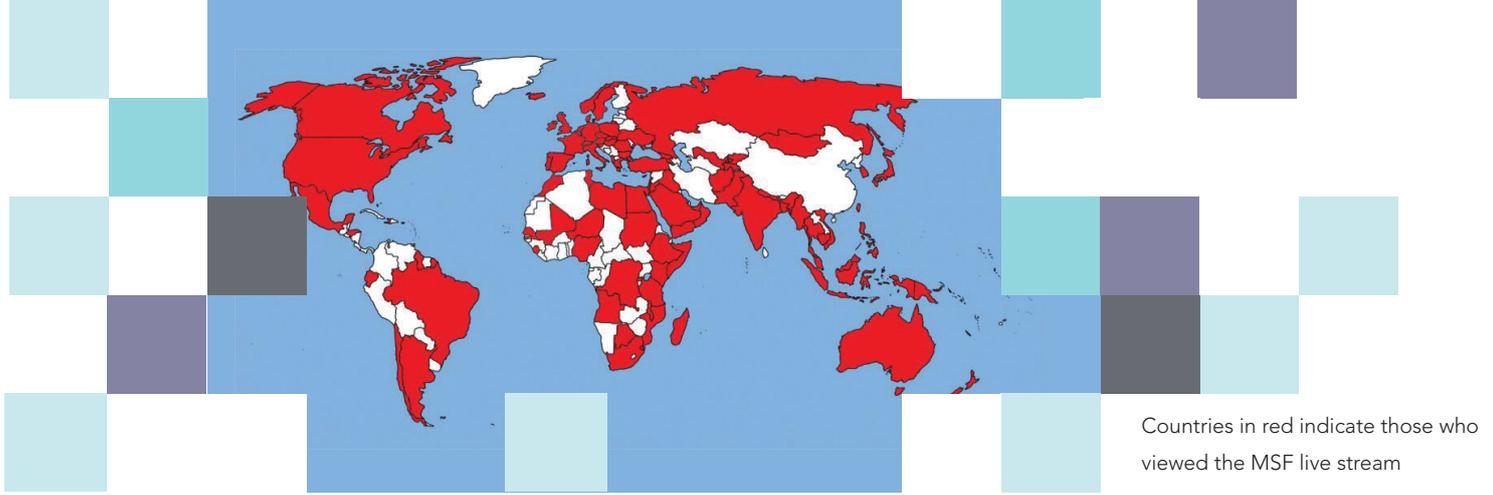
On the day, our main aim is audience engagement as we want the online audience to be able to interact as if they were in the auditorium.

**Kim West,
MSF UK**



On Twitter the #MSFSci event hashtag was used over 1000 times and was trending in London. There was plenty of vibrant discussion surrounding the day's presentations as well as invaluable feedback gathered from the audience using this medium. An MSF staff member was monitoring the online discussion throughout the event and acted as the voice of the online audience, enabling their questions to be asked live to the presenters.





 **Jay Achar**
@dr_jay_a

Attending MSF Scientific Day in London - Inspiring set of presenters highlighting some amazing work. Great online interaction [#MSFSci](#)



 **Felicity Yeung**
@felyeung

108 countries, 2000+ people joined [#MSFSci](#) online today! And Apparently [@APPGlobalHealth](#) too. Incredible day bringing people together.

Besides social media, MSF also gathered data and feedback using our in-built audience response units. For instance, MSF used animations showing the spread of disease in geographical locations and asked the audience what was transporting the disease. MSF were able to pre-load the questions and set which format they wanted the data to be presented in.

As well as live streaming, MSF also made use of our on-demand streaming services to extend the life of their event. The recording is a useful learning resource as well as marketing tool for promoting future events. MSF have been able to refer back to the findings presented at the Scientific Day in their subsequent communications.

Furthermore as MSF Field teams are based all around the world it isn't possible to reach everyone at the same time and so the on-demand recording provides all the content to be watched at a convenient time.

Finally, central to the success of the event was the great relationship between the organisers of the Scientific Day and 1 Wimpole Street's in-house AV team. The AV

team were thorough in their preparation for the event, providing 2 test of the online stream and a full dry run before the day.



We have a very specific set of requirements as our field teams and other international viewers are based in developing countries. Kevin and his team have always listened to our requests and gone out of their way to accommodate our needs. We have a strong relationship with the AV team and are very appreciative of the commitment they show to our event.

Becky Roby,
Manson Unit MSF



I was very disappointed when due to work circumstances I had to cancel attending the event in person. However I was able to tune in online and was extremely impressed with both the quality of the audio visual and the content of the day. I must admit I struggled to leave the computer as it was so interesting and relevant and almost like being there.

Kim West,
MSF UK



 **Trends Map London**
@TrendsLondon

[#MSFSci](#) is now trending in
[#Londontrendsmat.com/gb/london](#)

CASE STUDY

At 1 with conferences and meetings

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