

Fall 2020 Virtual Report in Council Agenda
REPORT OF THE COMMITTEE ON MEETINGS AND EXPOSITIONS

Mr. President Elect and Fellow Councilors,

Slide 1

M&E's mission to create a platform to connect the global chemical enterprise took on a particularly new challenge in a COVID-19 world. Our need to communicate science and to learn from thought leaders appeared to be compromised as ACS made the difficult decision to cancel the spring 2020 National Meeting. Over the past few years, M&E has been making recommendations and working with ACS staff to implement changes to the national meeting to improve members' experiences. These changes included a trial of ePosters, organizing stadium presentations, and adjusting the timing of program offerings.

As M&E considers conferences of the future, we recognize several trends. There is little overlap in attendees at the spring and fall national meetings. The national meeting has experienced a growth in content and concurrent sessions but with little growth in meeting attendance. To accommodate increased content there has been an increased need to use remote sites for technical sessions. On the positive side, we continue to see an increased globalization of attendees, although there is unfortunately a decreased attendance by industry members.

Slide 2

M&E's four subcommittees have been benchmarking other scientific conferences, large and small, in the areas of technical programming, vendors and expos, networking, operations for platform offerings, and other creative ideas to shape our national and regional meetings.

The Expositions and Industry Subcommittee is pleased to report the Virtual Fall Expo exceeded revenue by 65% with 70 participating companies. In addition, 46 exhibitor workshops are available on-demand.

The regional meetings subcommittee will hold a town hall meeting following this meeting to get their input and feedback on the impacts of the COVID-19 and regional meeting planning. All of the 2020 regional

meetings were either terminated or rebooked into future years, except for the Rocky Mountain Regional Meeting, which will be virtual this November. To assess the viability of virtual meeting alternatives for regional meetings, the M&E regional subcommittee will develop a survey to solicit input from past and future meeting organizers and region board governance.

The Operations Subcommittee has been analyzing the price point of virtual conferences versus attendance across a number of organizations.

The Technical Program Subcommittee is working with staff to resurrect Program Planning and Coordinating Conference or P2C2 to allow Program Chairs the opportunity to collaborate and discuss future trends. benchmarking other scientific societies. The subcommittee is recommending five days of programming for the Spring meeting using Thursday for Awards symposium that have been pushed from both 2020 meetings.

Slide 3.

The attendance at this meeting is more than 6,000 attendees. This is about half of our normal attendance. Technical programming contributions totaled 4,075. With a virtual platform, M&E made recommendations for extending the ACS policy on forbidding the recording of content to extend to virtual content. Options were also made available to presenters to have material available post meeting or to have recorded material available for a limited time (embargoed presentations). This was done to allow for the presentation of sensitive materials. For this meeting, all presentations are pre-recorded but future considerations to include live content are being envisioned.

Mr. President Elect, this concludes my report.

Rick Ewing, Chair of Meetings & Expositions



ACS

Chemistry for Life[®]

American Chemical Society

Report from the Committee on Meetings and Expositions



Rick Ewing

M&E Committee Report



Vision Statement

Creating a welcoming platform for connecting the global chemical enterprise.

National Meeting Trends

- There is little overlap in attendees represented at the spring and fall national meetings.
- The national meeting has experienced a growth in content and concurrent sessions but with little growth in meeting attendance.
- To accommodate increased content there has been an increased need to use remote sites for technical sessions.
- While on the positive side, we continue to see an increased globalization of members, there is unfortunately a decreased attendance by industry members.

M&E Subcommittee Work



Exposition & Industry Subcommittee:

- Fall Virtual Expo has 70 participating companies
- Benchmarking virtual expo best practices for future plans

Regional Meeting Subcommittee

- Hosting a town hall meeting following the virtual meeting & expo.
- Assessing the viability of virtual meeting alternatives for regional meetings.

Operations Subcommittee

- Benchmarking other society virtual meetings.
- Reviewing potential locations for future national meeting & expo.

Technical Program Subcommittee

- Recreating Program Planning & Coordinating Conference (P2C2) to improve future collaboration efforts, exchange ideas, and identify future trends.

Fall 2020 Virtual Meeting & Expo Stats



Registration by Category	
Member	3,259
Student Member	1,577
Member Unemployed	20
Non Member	819
Student Non Member	361
Total	6,036

Virtual Meeting Presentation Uploads	
All Inclusive Option (SciMtgs)	1,735
Virtual Platform Only	1,655
Temporary Access Option	640
Presentation Uploads	4,067

Past In-Person Meeting History	
Fall 2019 – San Diego, CA	12,551
Fall 2018 – Boston, MA	14,463
Fall 2017 – Washington, DC	12,944

First-Timer	
1st ACS meeting?	Registration
Yes	1,849
No	3,816

Exhibits/Sponsorships	
# of Exhibitors	70

of Countries Represented 60