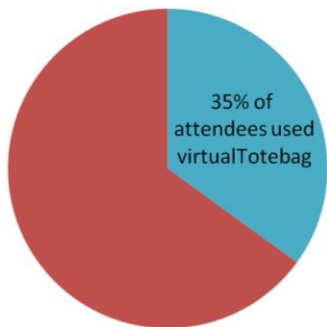


OBJECTIVE

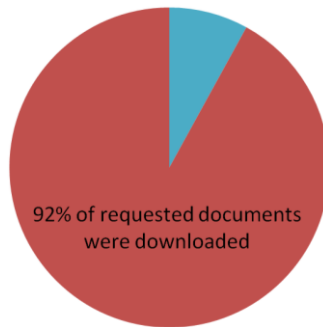
As an alternative to costly printed materials, the National Public Health Information Coalition (NPHIC) wanted to provide participants of its annual conference with a more efficient means of exchanging information.

SOLUTION

The NPHIC Annual Conference brings together health communicators to learn, share and connect. With virtualTotebag, NPHIC expanded the lines of communication to the Internet – enabling participants to collect, store and share information online before, during and after the conference. Attendees could request specific speaker and sponsor materials by texting, emailing or entering the item’s virtualTotebag code online. In addition, they could search the conference’s virtualTotebag library for information they may have missed during the event. In turn, speakers and sponsors could connect directly with attendees after the event by downloading the contact information of those requesting their materials.



62 of the conference’s 175 attendees requested documents for 14 exhibitors and 19 sessions.



301 of the 330 documents requested by attendees were later retrieved and downloaded.

Number of Documents	75
Total Users	62
Document Requests	330
Document Downloads	301

On average, each user downloaded five documents and each document was downloaded four times.

“Part of the NPHIC’s mission is to identify methods to improve communications among members. Three Stage Media’s virtualTotebag did just that for participants of our annual conference. Not only did the virtualTotebag enable attendees to easily and efficiently exchange information online after the event, it also reduced the environmental waste created by paper handouts.”

Laura Espino, Executive Director, National Public Health Information Coalition