

CASE STUDY

National Student Nurses' Association MidYear Conference Goes Virtual with the Springer Passport powered by Acadiate



"The turnout of this year's MidYear Conference amazing and I was very proud of memberships participation in the workshops during this year's conference! I thought that the vendors did a great job."

- Kyle Loose

*Chair of the NSNA
Membership
Committee*

THE CLIENT

The National Student Nurses' Association (NSNA) mission is to mentor students preparing for initial licensure as registered nurses, and to convey the standards, ethics, and skills that students will need as responsible and accountable leaders and members of the profession. NSNA is a nonprofit organization dedicated to fostering the professional development of nursing students. The organization has 60,000 members in 50 states, the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands.

BACKGROUND

Over 3,000 nursing students participate in NSNA's Annual Convention, which features leadership and career development activities, opportunities to listen to renowned nursing leaders, hear about job opportunities and the chance to network with hundreds of other students. The program includes a state board exam mini review. NSNA holds a second meeting which attracts over 1,500 students yearly: the MidYear Conference offers workshops and panels on career and association development as well as a state board exam mini-review.



To learn more about Springer Passport, visit <https://dailynurse.com/springer-passport/>. If you have any questions, email abennie@springerpub.com or set up a demo at: <https://calendly.com/springerpassport/demo>



THE BUSINESS CHALLENGE

Starting in February 2020, the response to the COVID19 pandemic created new barriers for all conferences. As more and more organizations cancelled their in-person events, organizations were forced to not only transition their events online, but find a way to deliver the value provided to members, vendors, and key stakeholders in a digital environment.

According to the ASAE Research Foundation's latest Association Impact Snapshot survey, almost 44 percent of association execs who responded to their survey said the earliest date they expect their organization to resume in-person events is January 2021 or later. Even though cities and states are in different phases of reopening, it will likely be months before large conferences and trade-shows can resume.



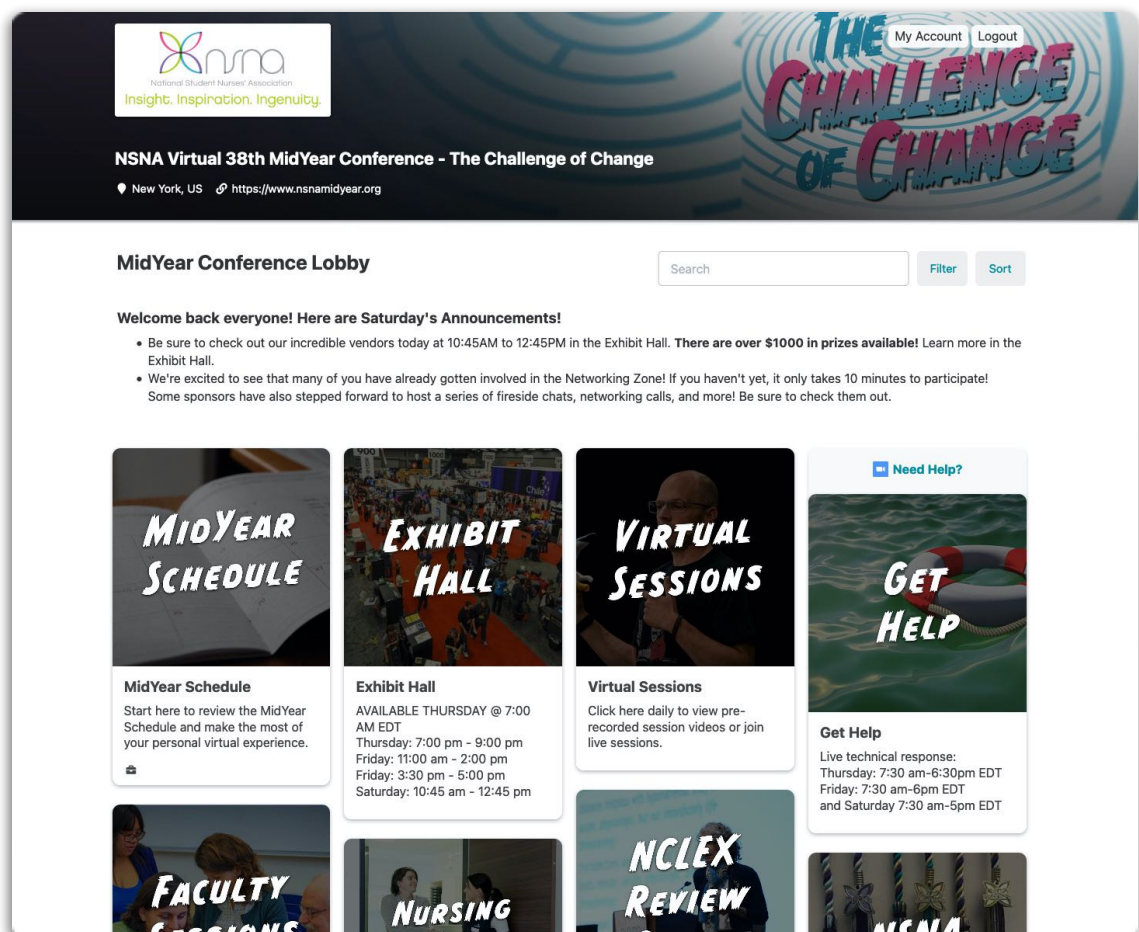
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THE STRATEGIC SOLUTION

To address the NSNA's strategic business need, Springer Publishing and Acadiate recommended its industry-leading Springer Passport virtual event platform.

Using the product's intuitive digital experience, immersive environment, data-rich framework, the National Student Nurses' Association found it easier to build, promote, and deliver value for their 2020 MidYear Conference. Springer Passport is powered by Acadiate, a 10 year old educational technology company that has supported learners, academics, and organizations across the globe. By delivering dynamic and immersive virtual experiences, Springer Passport exceeded attendance, vendor, and revenue expectations that the association had in previous in-person conferences - while saving costs on hotels, flights, and conference fees.

The NSNA featured a custom design in keeping with their Halloween theme for the MidYear Conference.



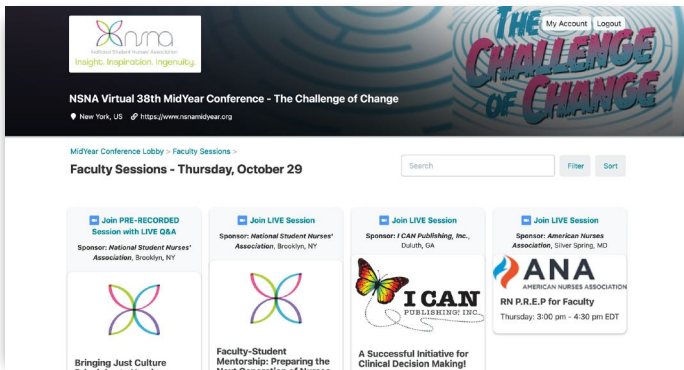
RESULTS

The results had an immediate and direct impact to their strategic objectives and business goals. Some results included:

- Higher attendance when compared to their 2019 in-person conference
- Exceeded vendor attendance year-over-year & maintained revenue goals
- Increased student engagement through a dedicated Networking Zone
- Improved mentoring sessions and exam prep
- Increased career path opportunities for students
- The Springer Passport Portfolio increased engagement with students and stickiness to encourage students to register for the April 2021 conference
- All event sessions were recorded for individuals to consume after the live portions were complete, generating additional attendees and post-event revenue.

EVENT PICTURES

The screenshot displays the NSNA Virtual 38th MidYear Conference website. The header features the NSNA logo with the tagline "Insight. Inspiration. Ingenuity." and the event title "NSNA Virtual 38th MidYear Conference - The Challenge of Change". A navigation bar includes "MidYear Conference Lobby" and "Exhibit Hall". A search bar and "Filter" and "Sort" buttons are present. A banner for "The Challenge of Change" is visible. Below the banner, there are several content blocks: a "Winners of the CMU Give Away Drawings" announcement, a "Join Meeting" button, a "Central Methodist University - Nursing" advertisement, a "Picmonic Exhibit Booth" advertisement, and a "Picmonic for Nursing | NSNA sharable flyer" advertisement. The Picmonic flyer includes the text "Ace Your Classes, Exams, and the NCLEX® with Picmonic!" and "STUDY SMARTER REVIEW FASTER REMEMBER MORE".



MidYear Conference Lobby >

Poster Sessions

Join Meeting Between 11AM-11:45AM EST or 12PM-12:45PM EST on 10/31/2020

Oct 31, 2020 11:00 AM-11:45 AM Eastern Time (US and Canada)

Join Zoom Meeting
<https://us04web.zoom.us/j/76551332304?pwd=eHRoTGt1TVVwK1dQUVmxNkFIMzY2dz09>

Meeting ID: 765 5133 2304
 Passcode: Poster2020

Oct 31, 2020 12:00 PM- 12:45PM Eastern T...

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CPT & PET For US Veterans with PTSD

Meet with us to talk about our research!

Will be available for questions on Friday, October 30, 2020:

11:00 AM to 12:00 PM EDT

By appointment otherwise for the remainder of the day

Saturday, October 30, 2020

10:45 AM to 12:45 PM EDT

Simply insert your name and hit "Join Meeting"

...

Staff Nurse Physical Assessment Competency

By Marshall Muehlbauer and Jada Veasey; Mount Mercy University,

Join Meeting

Available from 4-5PM Eastern on Friday October 30, 2020

&

10-11AM Eastern on Saturday October 31, 2020

Reducing Medication Math Anxiety in Nursing Students

By: Emily Cannon, Kailee Burdick, Robert Owegi, and Linda McQuiston, Indiana State University School of Nursing

Nursing | Anxiety | Medication math

Dosage calculation

Meet to discuss my Poster

Will be available Friday from 2:30-4:00 PM CT.

Climate and Environmental Health: Community Education Aimed at Rural Communities

By Payton Kaldenberg, SN and Pamela Guthman, DNP, RN-BC

nursing | climate change | climate health

environmental health | community education

rural communities | air quality | air pollution

water quality | Lyme disease | planetary health