

## Case Study - Global Virology Foundation (Webcasting)



### GVF – The Challenge



The Global Virology Foundation

commissioned AVT to develop and build a website to integrate the webcasting of their annual conference and to serve as a portal for future online content. This is an ongoing project and the GVF aims to regularly update the content.

Incorporated in 2009 the GVF aims to improve awareness and understanding of less common / emerging / migrating viruses. Also viruses with a public health impact & medical impact on specific populations. The GVF also strives to improve counselling and management of people with these infections.

### AVT – The Solution

AVT's digital team have provided website design, development and webcasting services to medical agencies, healthcare companies and membership-based organisations for many years.

Drawing on this experience, AVT designed a fresh, contemporary website that included background info on the GVF, board member bios, useful links and the sessions that



were to be webcast and then made available on-demand.

There were 4 sessions at the 2-day conference in Annecy, France and a total of 17 presentations were webcast. Video slide presentations varied in length from 6 to 50 minutes and were all synced with PowerPoint™ slides.

Features such as "ask a question", "send a note", "share", and the option to enlarge slides are extremely useful tools which enable users to focus in on areas of specific interest. They can pass information to colleagues and professionals in a simple, immediate and direct manner.



### The Results

Chairman of the event Doctor Robert Johnson called the meeting a "huge success" and GVF Chairman, Professor Rich Whitley followed by saying,

*"This first meeting of the Global Virology Foundation was a wonderful, wonderful way to get it off the ground."*

*"Our goal is to try to educate physicians about how best to manage viral infections in the arena of herpes virus infections, emerging infections, respiratory viruses, and even rotaviruses".*

<http://globalvf.org/>