



# BIG

- 100 LIVE ATTENDEES
- 125 VIRTUAL ATTENDEES
- 14 LIVE PRESENTERS
- 5 VIRTUAL PRESENTERS
- 24 PRESENTATIONS
- 19 INDUSTRY VENDORS
- 2 DAYS OF PRESENTATIONS AND EXHIBIT HALL

## Big 10 Holds “Big” Hybrid Symposium

The Big 10 Sports Medicine Committee recently held their Annual Spring Meeting and Educational Symposium at the OLC. The purpose of this meeting was to allow vendors to exhibit their new products and provide continuing education for a variety of sports medicine professionals, including athletic trainers, physical therapists, dietitians, nutritionists, mental health providers, and team physicians.

Due to the nature of their hands-on work with athletes and sports teams, the Big 10 Committee knew that many of their attendees, as well as presenters, would be virtual and that they required a meeting space that could easily accommodate these needs. They chose to work with the OLC due to our ability to broadcast meetings in a hybrid format and accommodate flexible meeting requirements.

They worked with the team at the OLC to put together a two-day hybrid event that included several meals and a social hour, an exhibit hall, and presentations by experts in their fields, where over 50% of the attendees were virtual. By utilizing the flexible accommodations of the OLC, there were 19 vendors, and 24 presentations, including 7 hour-long educational presentations. The A/V capabilities of the OLC also allowed the Big 10 to hold smaller breakout sessions that both in-person and virtual attendees could access and participate in.

Plans to return in 2023 are being discussed.



For more information about hosting safe hybrid and in-person events or trainings at the OLC, please contact us.

