






The Poster Hall will look similar to this:

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
When an attendee clicks on your poster, this is what they will see:



Applying strategies to extend the event lifecycle

Presenter: Amilie Parent
Events are no longer restricted to a physical setting or time allotment. Due to COVID-19 and travel restrictions, many event professionals made the switch to virtual events. This format of event is essential, even as the vaccine becomes widely available. By leveraging the accessibility of virtual events, organizations can remain top of mind for attendees, as well as continue connection, engagement, and learning. Further, event planners can better understand attendees' interests, pain points, and what is most relevant to them. The poster shows the correlation between attendee engagement and extending an event's lifecycle. It further provides event strategists with tested and successful ways of gathering key insights from attendees and incorporating these findings into marketing materials as well as subsequent event planning to better tailor programs for participants.

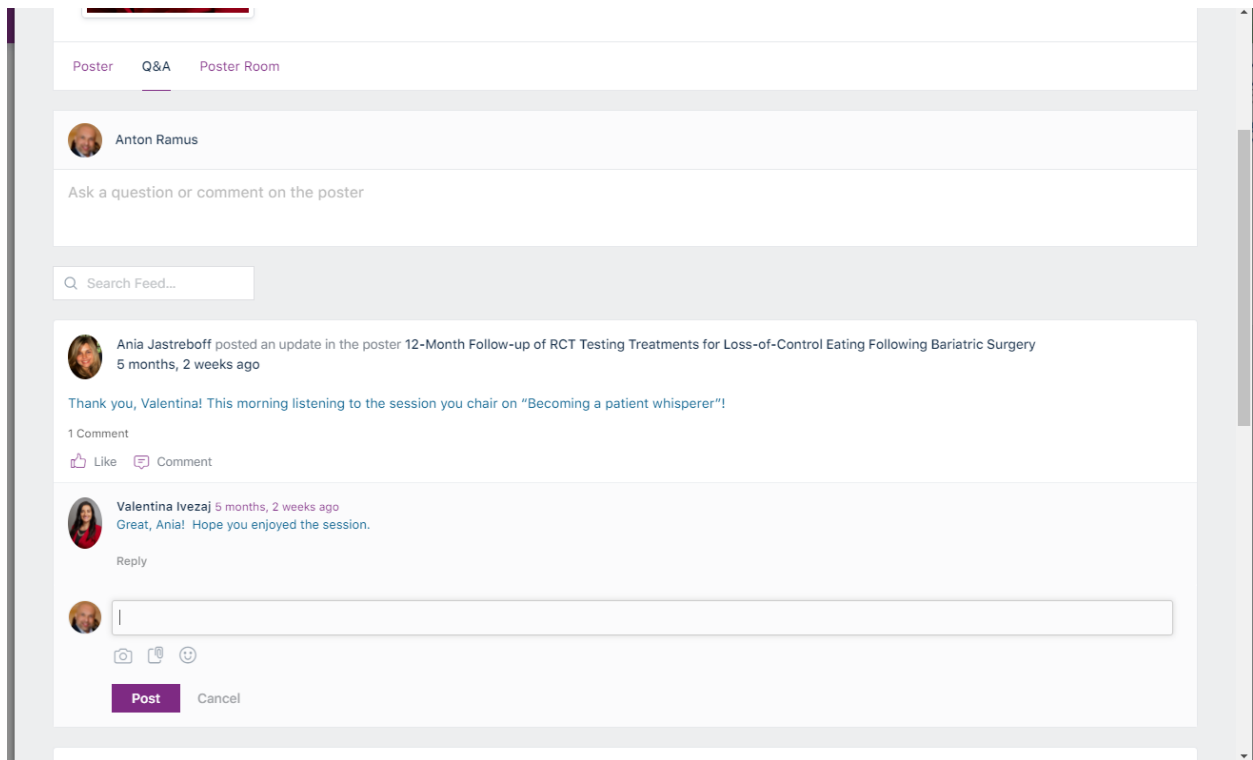
Poster Presenters (4)



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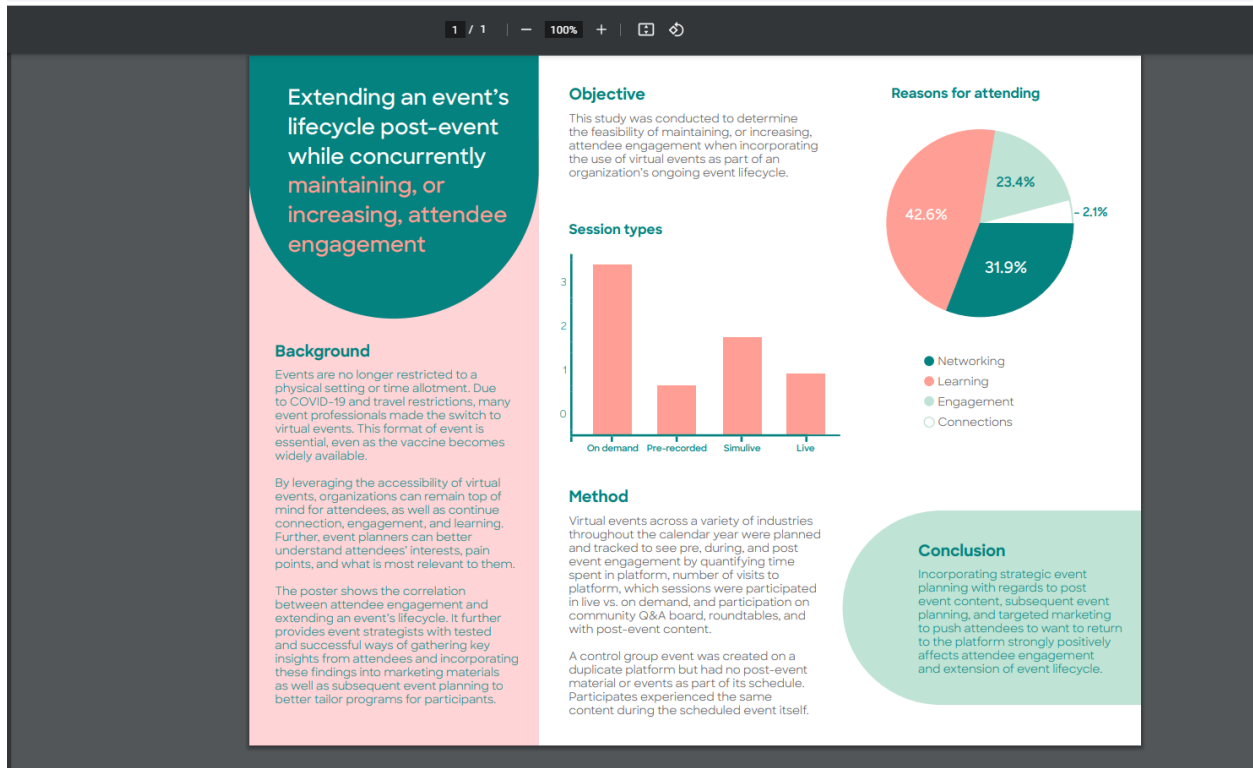
Abstract	Poster	Video
<p>Abstract</p> <p><i>Extending an event's lifecycle post-event while concurrently maintaining, or increasing, attendee engagement</i></p> <p>Objective</p>		

You will have direct Q&A, that will look like this:



Lastly, Poster presented can present in a live-roundtable set up to all those who are interested in learning more about the poster – You'll have the ability to share screen and present poster and research to anyone who comes and visits the poster hall and poster booth.

The poster can be magnified for best visuals and study:



Poser Presenters can upload a video presentation for the off-poster presentation times for attendees to view on-demand:

Poster

A Content Analysis of Online Grocery Policies and Practices: Implications for the USDA Online Purchasing Pilot Program

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BACKGROUND

- The USDA Online Purchasing Pilot allows SNAP benefits to be used online.
- Low-income shoppers face unique barriers to online food shopping.^{1,2}
- This study examines how food retailers support healthy food access for households participating in SNAP across the U.S. (Figure 1).

FIGURE 1: STATES WITH OPERATIONAL PURCHASING PILOTS

Month Operational
 • April 2019 (n=1)
 • January 2020 (n=1)
 • March 2020 (n=3)
 • April 2020 (n=5)
 • May 2020 (n=9)
 • June 2020 (n=11)
 • July 2020 (n=5)
 • August 2020 (n=3)
 • September 2020 (n=1)
 • October 2020 (n=1)

Data collected from state agencies

FINDINGS AND CONCLUSIONS

- Common practices may limit use among low-income shoppers.
 - Minimum order amounts, order fees, and lack of financial incentives may hinder uptake (Figure 2).
 - Solutions to mitigate financial barriers for those with a limited income are needed.
- Nutrition information is not commonly displayed across all products.
 - Only 14% of retailers provide Nutrition Facts Labels on all products (Figure 3).
 - This information should be made easily available across all food items.
- Retailers are using personal data to provide a targeted, “personalized” shopping experience.
 - All retailers shared data with affiliated companies and used data to personalize a customer’s shopping experience (Figure 4).
 - This may result in an inequitable virtual food environment where customers with certain demographic or behavioral characteristics are targeted with unhealthy food and beverage advertisements.
- More research is needed to understand the impact of these practices on behavior. Policies and practices of online grocery retailers should be monitored to avoid worsening nutritional disparities.

OBJECTIVES

- 1 Assess the extent to which retailer policies and practices support use of online food retail by lower income shoppers.
- 2 Document the website features that support healthy eating.

RESULTS

Figure 2: SNAP-Related Policies and Practices of Online Grocery Retailers

Figure 3: Website Infrastructure Supporting Healthy Eating

Figure 4: Collection and Use of Personal Data by Retailers

METHODS

- **Research Design:** Quantitative content analysis
- **Sample:** Websites of 21 online grocery retailers, including top 20 revenue-generating retailers in the U.S. and all authorized Pilot retailers as of November 2019
- **Codebook:** Structured codebook developed with feedback from advisory committee of content experts
- **Procedure:** Websites were coded during an online shopping task. Data were collected October 2019-January 2020.
- **Data Analysis**
 - Thematic analysis of privacy policies
 - Descriptive statistics

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