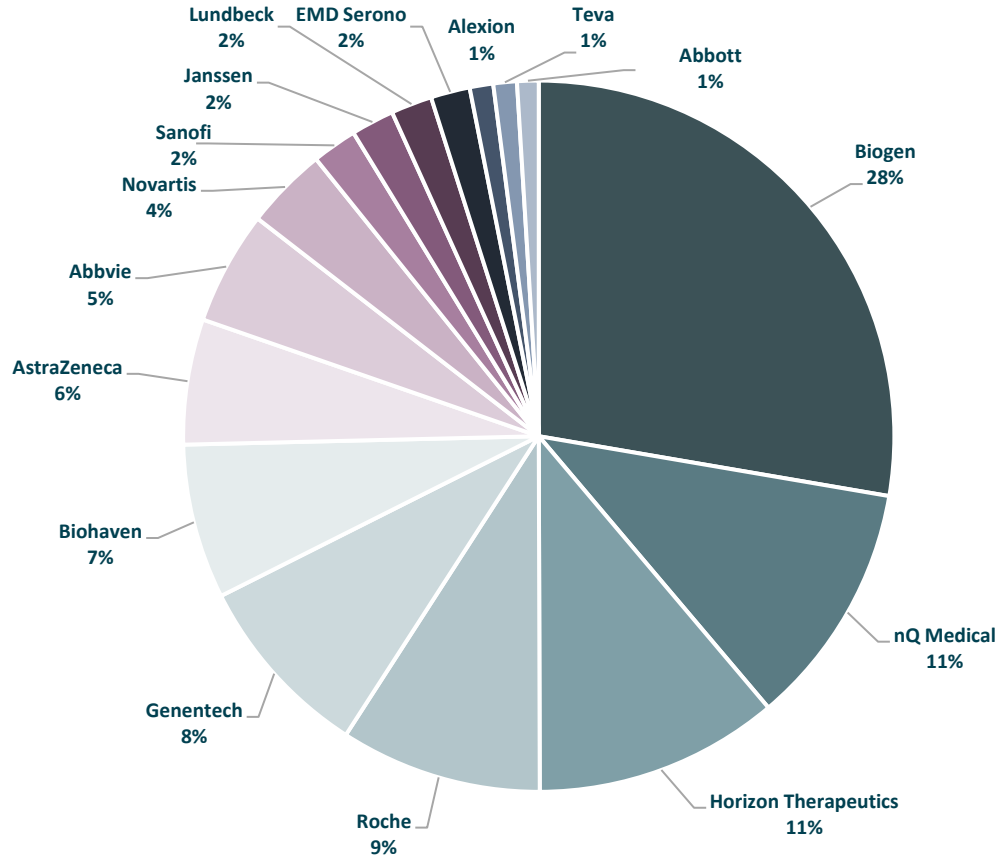


# American Academy of Neurology (AAN)

Online and social media listening during the 2021 Virtual Congress, 17 – 22 April

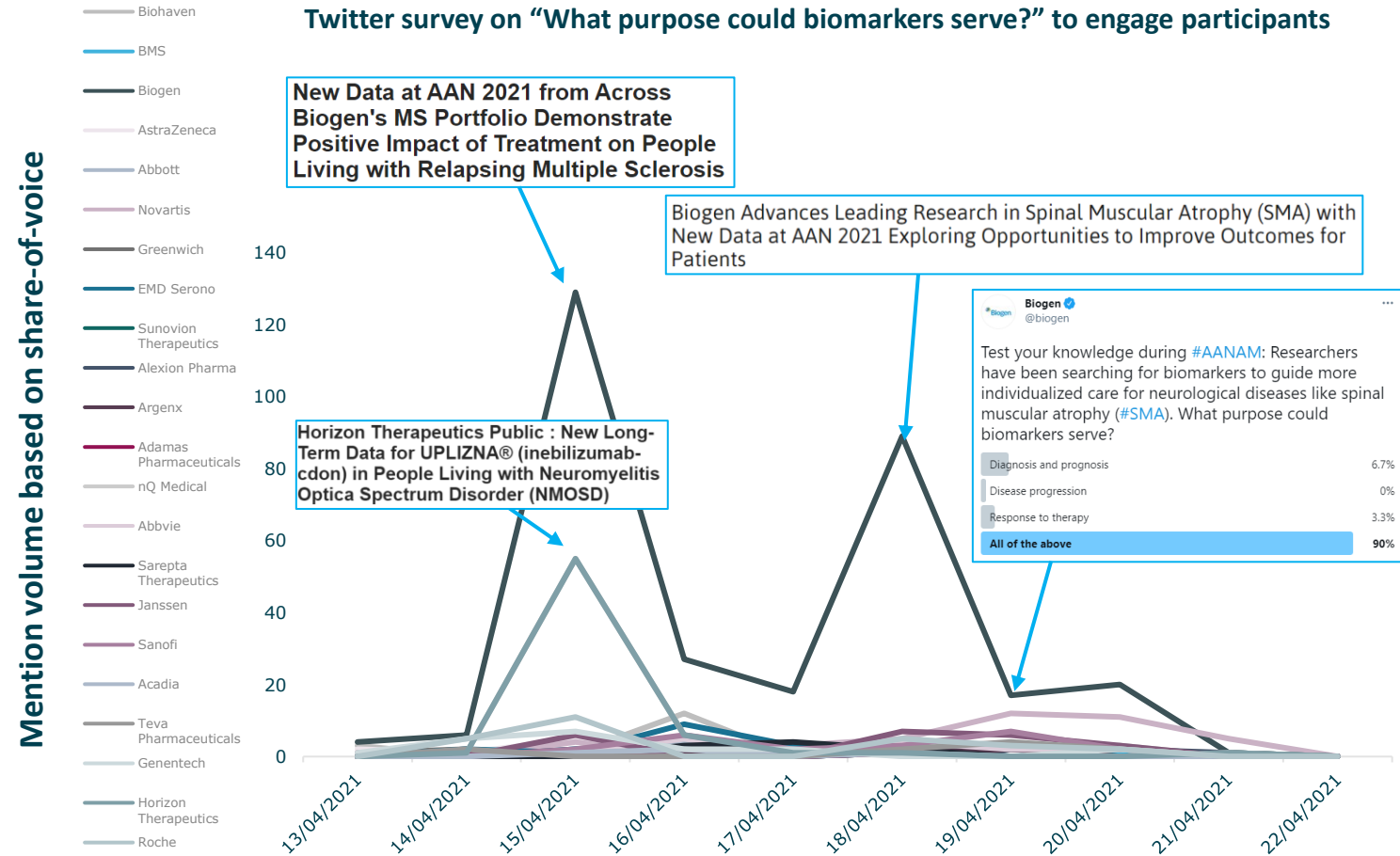


## Online share-of-voice among 'supporter' pharma companies during this year's AAN



Online share-of-voice is defined as the number of mentions discussing supporters on social media and other online sources

Standing out at a congress can take many different approaches. Biogen had the largest online share-of-voice at AAN 2021 – presented research and new study data and created a Twitter survey on “What purpose could biomarkers serve?” to engage participants



AAN American Academy of Neurology; Company Share-of-Voice. 'Supporters' are organisations which provided funding to AAN 2021. A 'mention' is a single piece of online content created by an author such as a Tweet, News Articles.

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