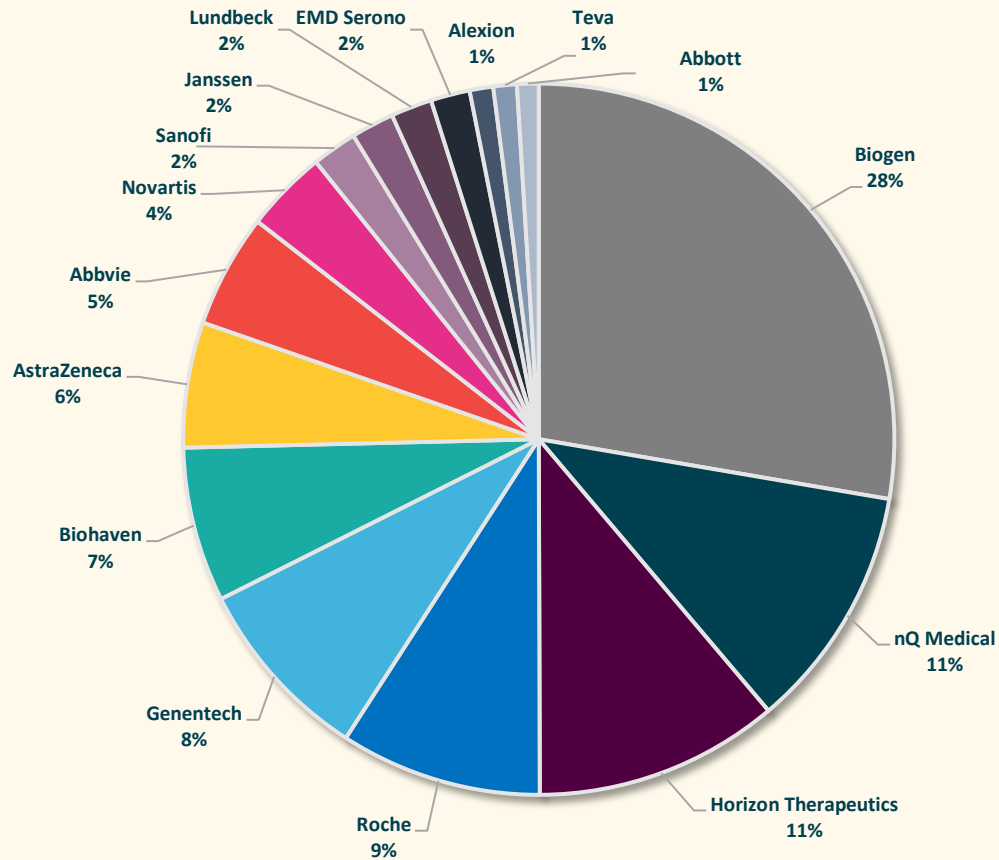


American Academy of Neurology (AAN)

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

