

## ISAPS Masterclasses | Free April-Series



**Weekly  
MASTER CLASS  
WEBINAR SERIES**

**ISAPS Masterclasses – April Series**

Next Event: Wednesday 29 April 13:00 UTC (09:00 EDT)

Face and Neck Rejuvenation

Watch previous Masterclasses:  
Periorbital Surgery and Midface Lift: Tips to avoid complications  
Current Algorithms for Primary Rhinoplasty

**ISAPS** International Society of  
Aesthetic Plastic Surgery

MC #1 April 15, 2020  
Periorbital Surgery and Midface Lift: Tips to avoid complications

MC #2 April 22, 2020  
Current Algorithms for Primary Rhinoplasty

MC #3 April 29, 2020  
Face and Neck Rejuvenation



## Executive Summary

ISAPS new Masterclass series was launched on 15<sup>th</sup> April, using the timing in immediate follow on to the preceding successful COVID-19 webinars as an opportunity to continue to engage with our new online audience. A total of 8468 individuals registered from 132 countries (fig 1) and 95% were plastic surgeons although just 26% indicated that they were current members of ISAPS. There were an average of just over 4,780 registrations per session (peaking at 5,242 for the Rhinoplasty session on 22<sup>nd</sup> April), with live attendance at each at an average of 2,560: just over 50% and in line with previous experience (Fig 2). Interest continues after the live event, with for example 1,000 unique views of the first masterclass in the two weeks immediately after. The audience was truly international and spread across all regions (fig 3), with highest attendance overall from Europe by region, and from Brazil by country.

Delegate evaluations feedback (appendix 1) continues to be very positive with 97% of delegates stating that they expectations had been met or exceeded (and for over 70% exceeded). More than 97% rated the series as good or excellent (96%, 97% and 99% respectively), 99% said they would attend another similar event in future, and 96% that they would recommend the masterclass to a colleague. 95% of attendees felt that they had learnt something new from the information and 76% felt that they would manage a patient differently based on what they had learnt. Looking at the ratings for individuals talks over 96% of delegates, overall, rated the talks as good or very good.

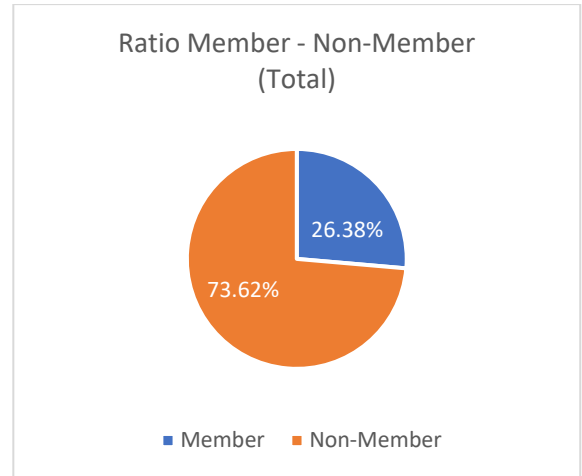
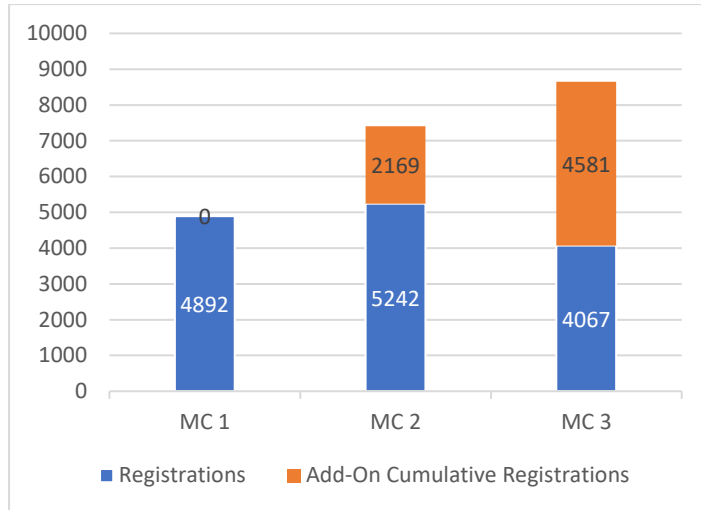
In terms of organization over 97% rated the registration process as good or excellent for all three masterclasses and 90% for the streaming service, although this dipped slightly to 87% for our second webinar where we experienced the highest volume of registrants at the same time making joining slow. This was rectified for the third webinar and we have encouraged all participants to review the on demand lectures which they still continue to do (fig 2).

There was a large amount of spontaneous positive feedback about the series, with particular themes around the levels of excellence achieved, the positive opportunity for learning from the experts during COVID-19, and the positive sense of community. There were some helpful suggestions for the future including to proactively engage with residents, and to focus on more detail on technique. Areas for improvement related mostly to the initial difficulty experienced on webinar two. There was feedback asking for easier access to membership and for more similar activities in future.

General engagement followed our experience of previous webinars. A proactive marketing and social media campaign resulted in 250,000 impressions and 210,500 unique views with Instagram by far the most active of the social media platforms for ISAPS at present. Interactions from our audience during the webinars averaged almost 3 interactions per participant overall and more than 500 participants took part in most polls (appendix 2).

We would like to thank all our contributors to this series and indeed our participants for supporting this new ISAPS endeavour which will continue, free to members, for the rest of the year, we hope to welcome more new members to engage in our new learning programmes.

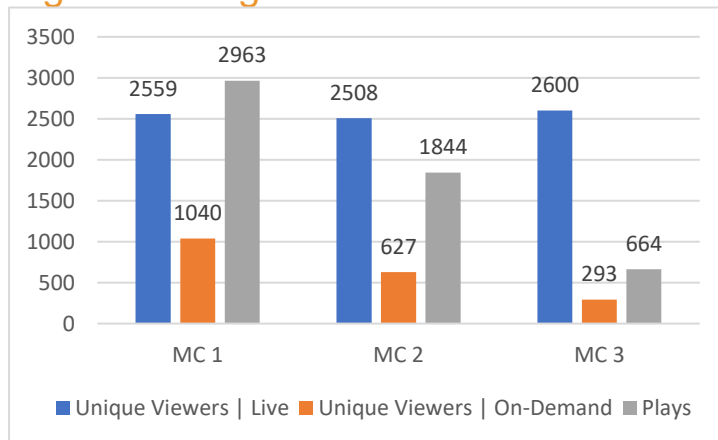
Fig 1: Registrations



	MC 1	MC 2	MC 3
Registrations	4892	5242	4067
Cumulative	4892	7411	8648
Countries	118	121	117

	Member	Non-Member
MC 1	1700	3192
MC 2	1288	3954
MC 3	1097	2970
<b>Total</b>	<b>2281</b>	<b>6367</b>

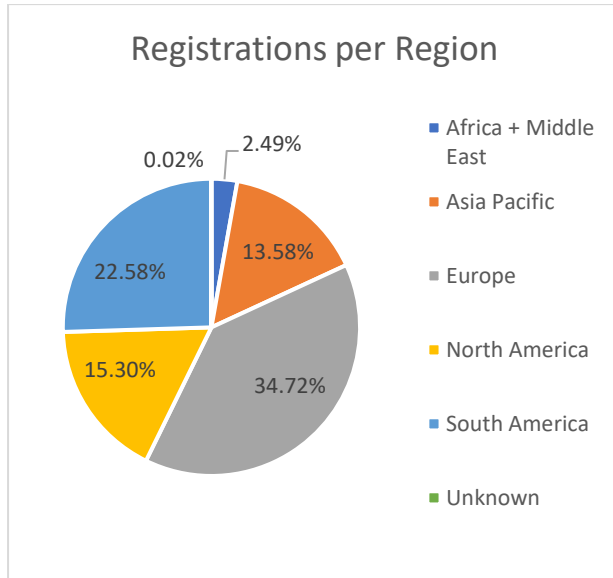
Fig 2: Viewings



	MC 1	MC 2	MC 3
Unique Live	2559	2508	2600
Unique On-Demand	1040	627	293
Plays	2963	1844	664

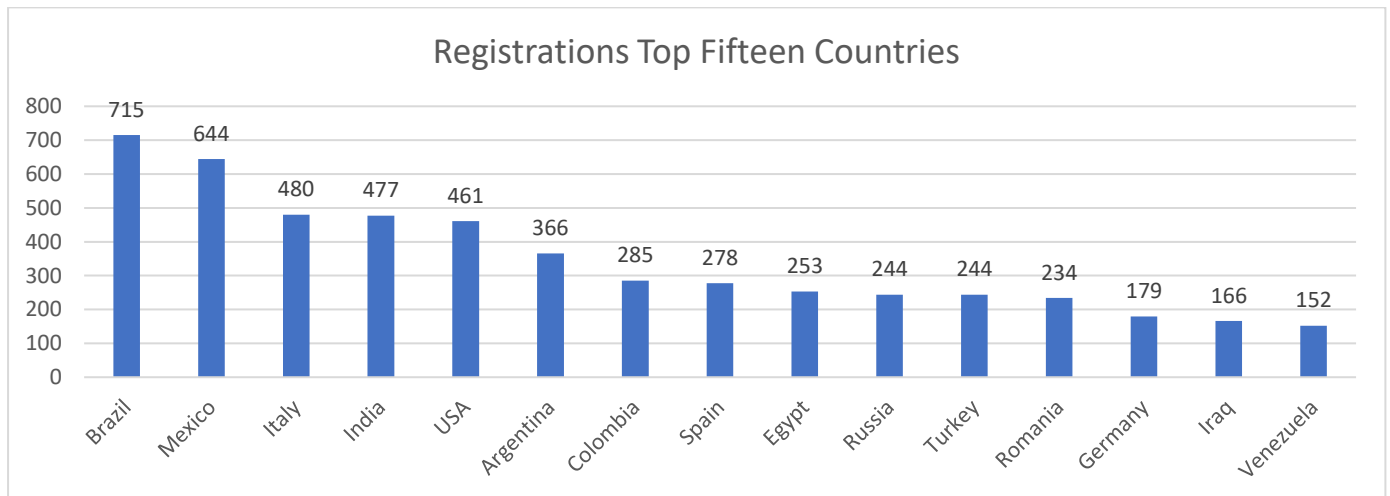
	MC 1	MC 2	MC 3
Average View Time   Live	00:57:59	00:56:57	01:00:22
Average View Time   On-Demand	00:44:14	00:44:34	00:39:35

Fig 3: Total Registrations – Series | Distribution by Region



Region	Number of Registrations	Percent of Total
Africa + Middle East	1193	2,49%
Asia Pacific	1174	13,58%
Europe	3003	34,72%
North America	1323	15,30%
South America	1953	22,58%
Unknown	2	0,02%
<b>Total</b>	<b>8648</b>	<b>100</b>

Fig 4: Total Registrations – Series by Country \* | Top Fifteen (>150)

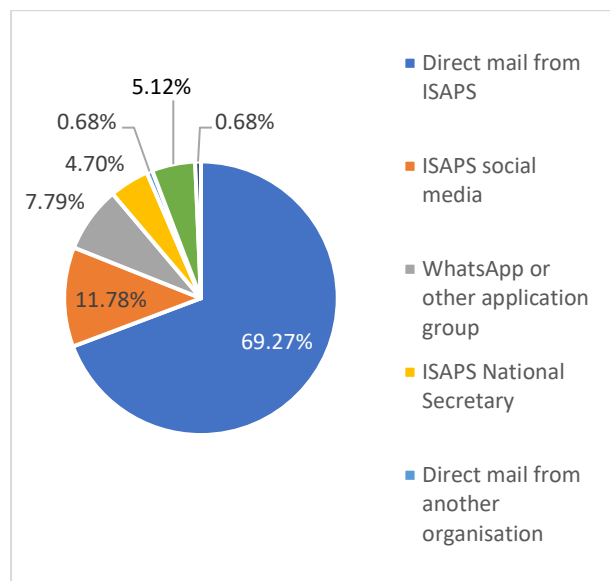


\* Individual country numbers: Appendix 3



## Appendix 1: EVALUATION SURVEY (103 + 154 + XX responses)

### How did you hear about this Masterclasses?



### What is your professional background?

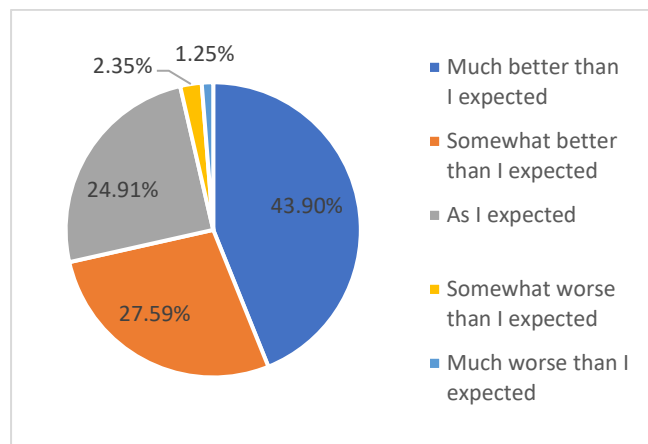
	MC 1	MC 2	MC 3
A plastic surgeon	94,71%	95,30%	86,43%
A medical professional from another specialty	2,91%	1,34%	6,33%
A non-medical health professional working in plastic surgery	0,00%	0,00%	0,45%
A non-medical health professional working in another specialty	0,00%	0,00%	0,00%
Industry partner	0,00%	0,00%	0,00%
General public	0,00%	0,00%	0,45%
Other	2,91%	3,36%	6,33%

April 15 | Other: Resident, Student

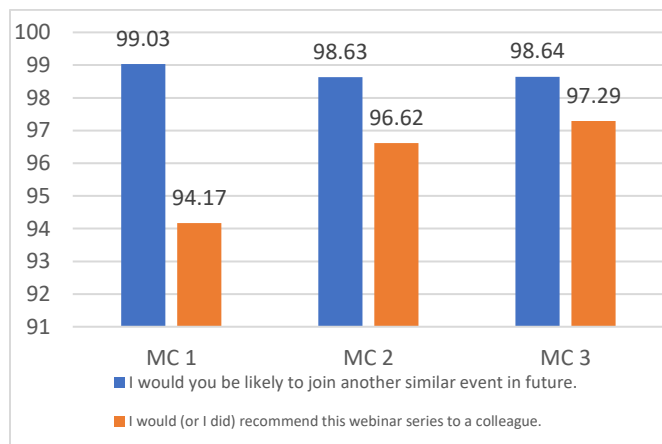
April 22 | Other: Trainee, Resident, ENT

April 29 | Other: Resident, Student, ENT, medical professional working as general surgeon, future planning to work as plastic surgeon, Otolaryngologist

### Did we meet your expectations attending?

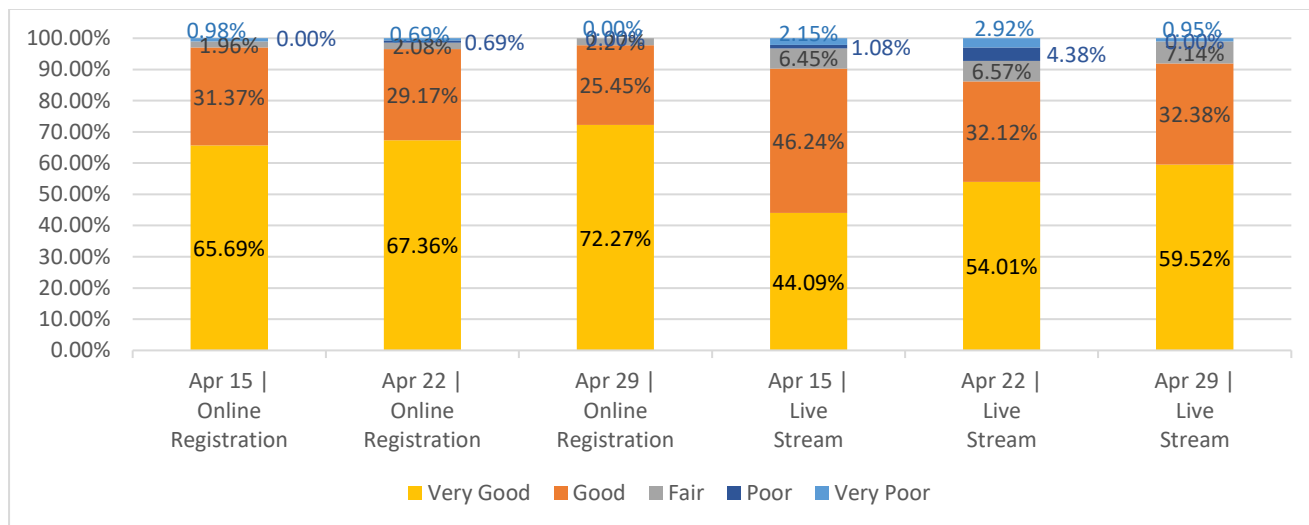


### Recommendation (in%)?

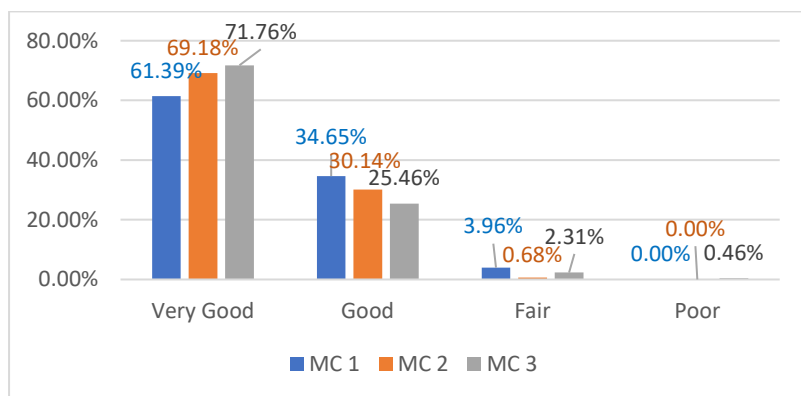


Percentages	MC 1	MC 2	MC 3
% Met expectations	25	27	22
% Better than expected	30	29	24
% Much better than expected	39	42	51
<b>% for whom MC exceeded expectations</b>	<b>69</b>	<b>71</b>	<b>75</b>
<b>% for whom MC met or exceeded expectations</b>	<b>94</b>	<b>98</b>	<b>97</b>

Please rate the following aspects of this Masterclass-April-Series:



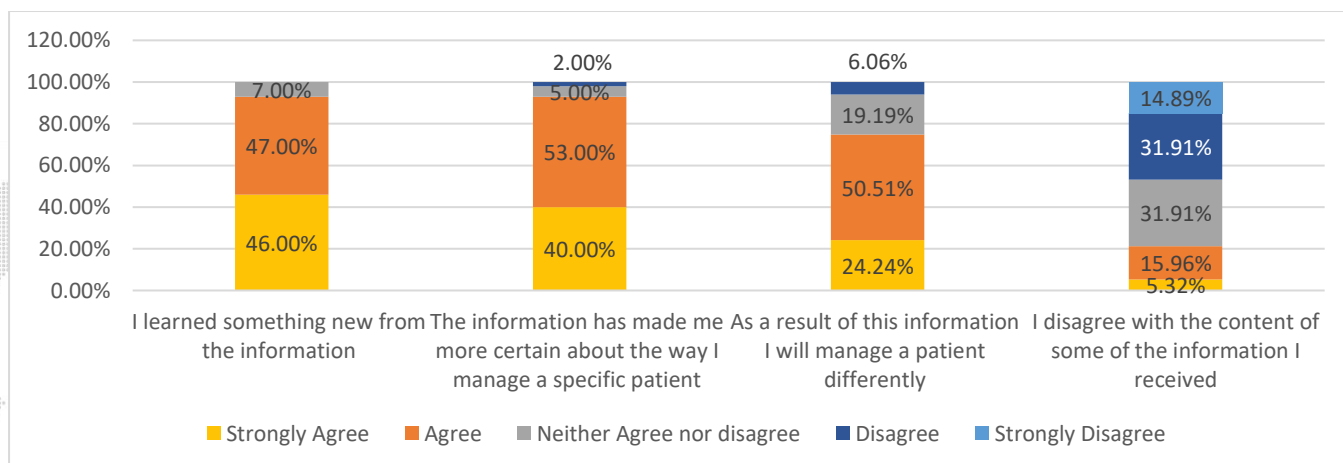
Please rate your impression of the content and delivery of this Masterclass-April-Series:



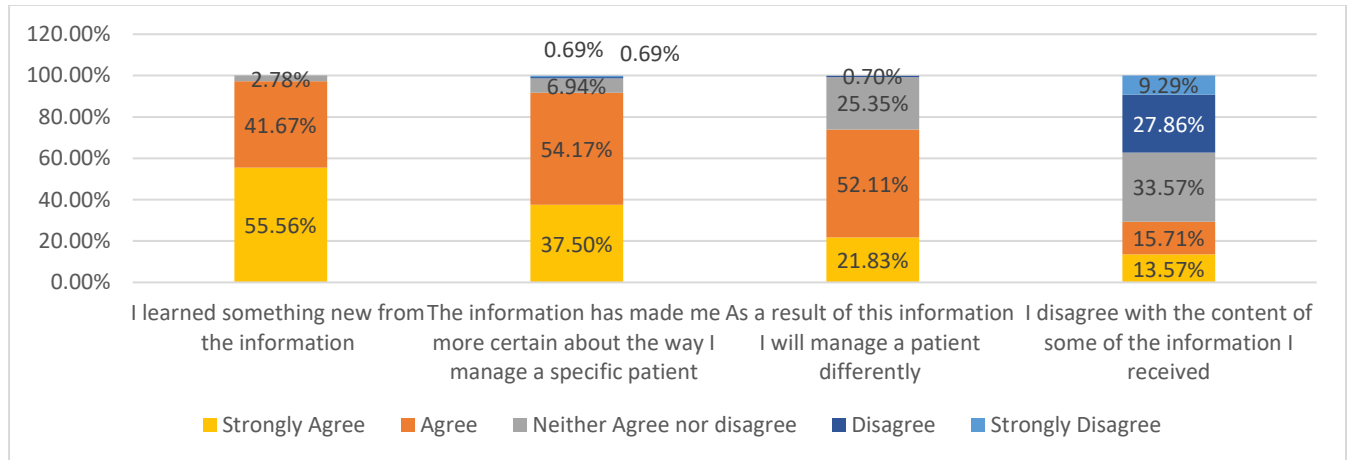
Percentages	MC 1	MC 2	MC 3
Very Good	61	69	72
Good	35	30	25
Totals	96	99	97

How helpful was this webinar was to your practice?

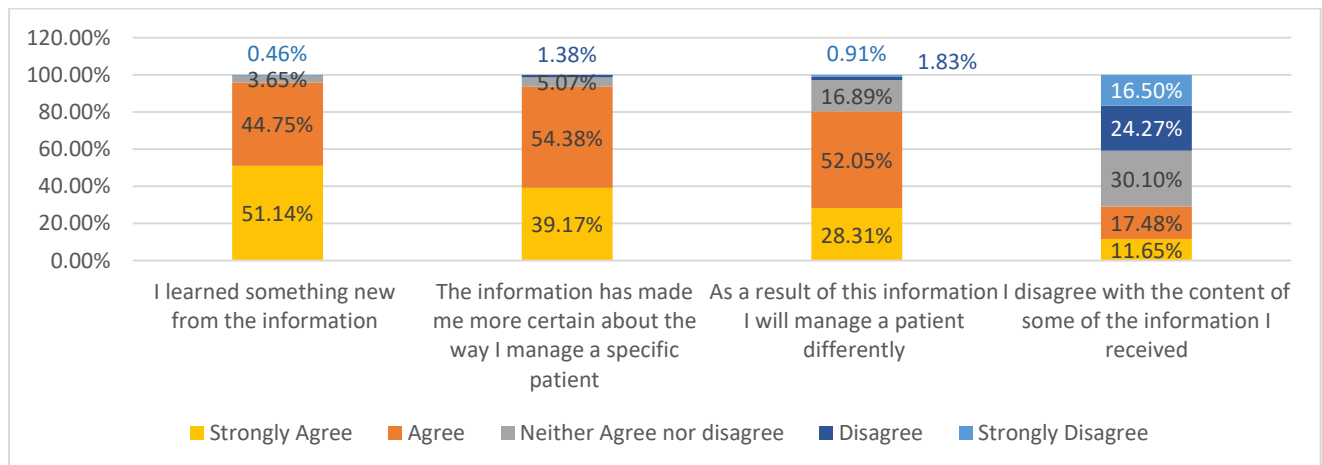
MC 1:



MC 2:



MC 3:



Clinical impact Overview:

I learned something new from the information	MC 1	MC 2	MC 3	Average
Strongly Agree	46%	55.56%	51.14%	50.90%
Agree	47%	41.67%	44.75%	44.47%
Neither Agree nor disagree	7%	2.78%	3.65%	4.48%
Disagree	0%	0%	0%	0%
Strongly Disagree	0%	0%	0.46%	0.15%

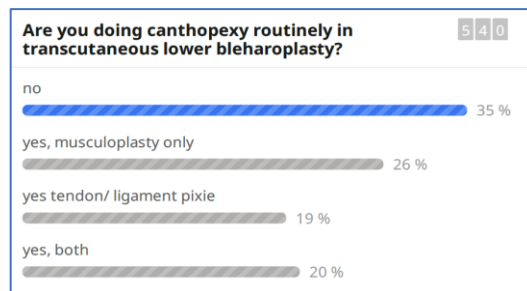
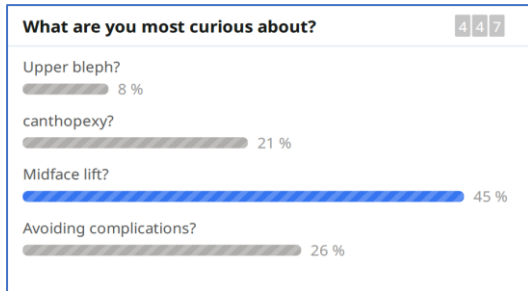
As a result of this information I will manage a patient differently	MC 1	MC 2	MC 3	Average
Strongly Agree	24.24%	21.83%	28.31%	24.79%
Agree	50.51%	52.11%	52.05%	51.56%
Neither Agree nor disagree	19.19%	25.35%	16.89%	20.48%
Disagree	6.06%	0.70%	1.83%	2.86%
Strongly Disagree	0%	0%	0.91%	0.30%

The information has made me more certain about the way I manage a specific patient	MC 1	MC 2	MC 3	Average
Strongly Agree	40%	37.50%	39.17%	38.89%
Agree	53%	54.17%	54.38%	53.85%
Neither Agree nor disagree	5%	6.94%	5.07%	5.67%
Disagree	2%	0.69%	1.38%	1.36%
Strongly Disagree	0%	0.69%	0%	0.23%

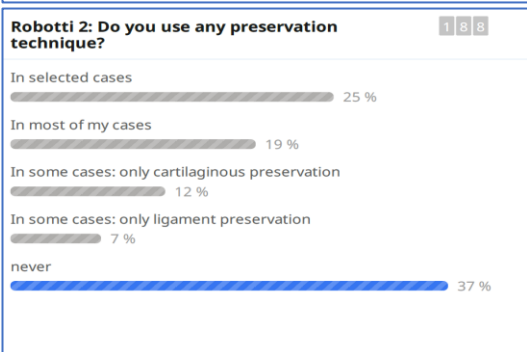
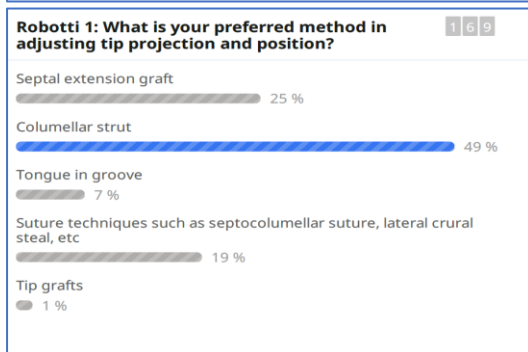
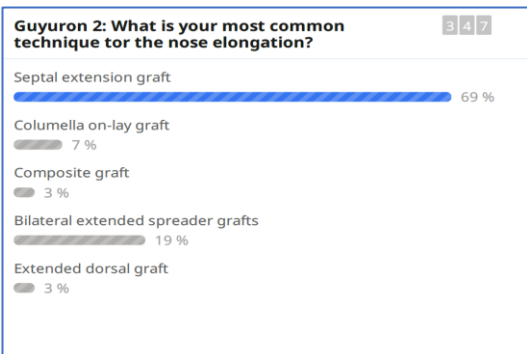
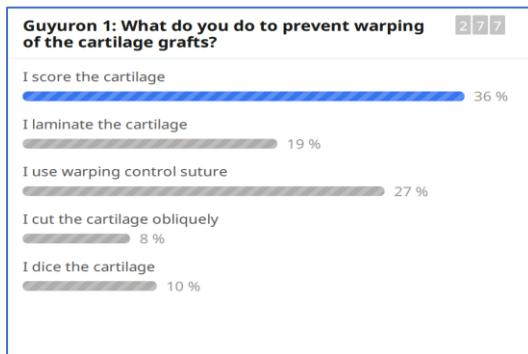
I disagree with the content of some of the information I received	MC 1	MC 2	MC 3	Average
Strongly Agree	5.32%	13.57%	11.65%	10.18%
Agree	15.96%	15.71%	17.48%	16.38%
Neither Agree nor disagree	31.91%	33.57%	30.10%	31.86%
Disagree	31.91%	27.86%	24.27%	28.01%
Strongly Disagree	14.89%	9.29%	16.50%	13.56%

## Appendix 2

### Poll Results (Selection) | MC 1

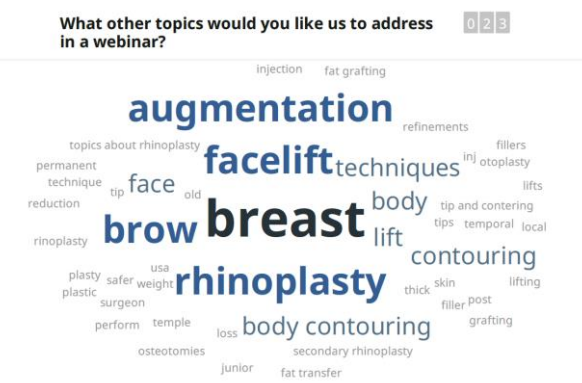
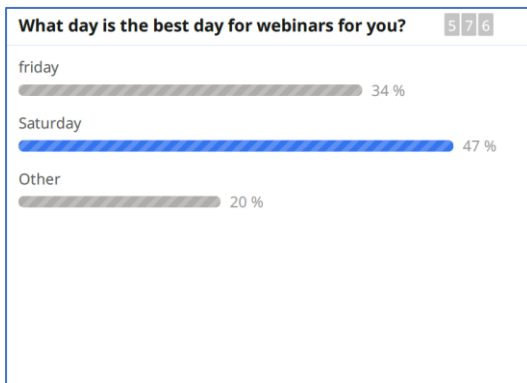
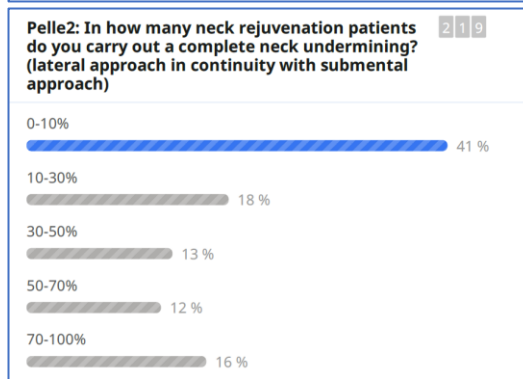
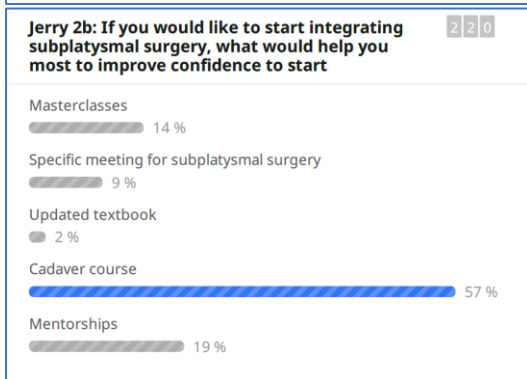
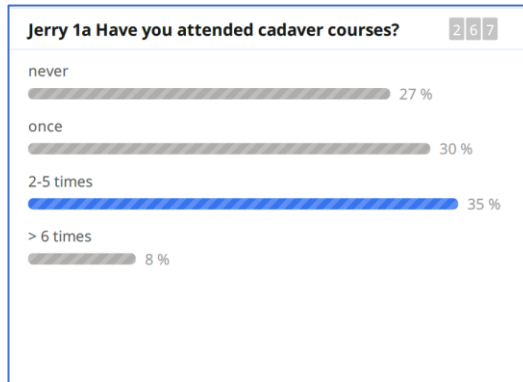
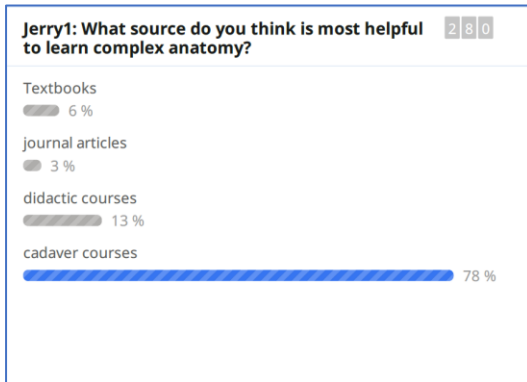


### Poll Results (Selection) | MC 2





Poll Results (Selection) | MC 3



### Appendix 3: Total Registrations for Series by Country

MC 1-3	Country	Region	Number of Registrations	Total in Percentage
1	Brazil	South America	715	8,27%
2	Mexico	North America	644	7,45%
3	Italy	Europe	480	5,55%
4	India	Asia Pacific	477	5,52%
5	USA	North America	461	5,33%
6	Argentina	South America	366	4,23%
7	Colombia	South America	285	3,30%
8	Spain	Europe	278	3,21%
9	Egypt	Middle East	253	2,93%
10	Russia	Europe	244	2,82%
11	Turkey	Europe	244	2,82%
12	Romania	Europe	234	2,71%
13	Germany	Europe	179	2,07%
14	Iraq	Middle East	166	1,92%
15	Venezuela	South America	152	1,76%
16	UK	Europe	150	1,73%
17	France	Europe	149	1,72%
18	Peru	South America	149	1,72%
19	Iran	Middle East	143	1,65%
20	Thailand	Asia Pacific	122	1,41%
21	Indonesia	Asia Pacific	120	1,39%
22	Saudi Arabia	Middle East	118	1,36%
23	Greece	Europe	115	1,33%
24	Ukraine	Europe	107	1,24%
25	Serbia	Europe	102	1,18%
26	Ecuador	South America	96	1,11%
27	Pakistan	Asia Pacific	95	1,10%
28	Chile	South America	87	1,01%
29	Belgium	Europe	85	0,98%
30	South Africa	Africa	81	0,94%
31	Portugal	Europe	79	0,91%
32	Canada	North America	77	0,89%
33	Morocco	Africa	72	0,83%
34	Israel	Middle East	65	0,75%
35	Australia	Asia Pacific	60	0,69%

MC 1-3	Country	Region	Number of Registrations	Total in Percentage
36	Philippines	Asia Pacific	59	0,68%
37	Switzerland	Europe	52	0,60%
38	Dominican Republic	North America	51	0,59%
39	Poland	Europe	50	0,58%
40	Austria	Europe	47	0,54%
41	United Arab Emirates	Middle East	47	0,54%
42	Hungary	Europe	46	0,53%
43	Bolivia	South America	45	0,52%
44	Lebanon	Middle East	45	0,52%
45	Taiwan	Asia Pacific	44	0,51%
46	Kuwait	Middle East	43	0,50%
47	Netherlands	Europe	42	0,49%
48	Uruguay	South America	41	0,47%
49	Jordan	Middle East	36	0,42%
50	Tunisia	Africa	35	0,40%
51	Singapore	Asia Pacific	32	0,37%
52	Armenia	Europe	27	0,31%
53	Moldova	Europe	25	0,29%
54	Panama	North America	23	0,27%
55	Cambodia	Asia Pacific	22	0,25%
56	Japan	Asia Pacific	22	0,25%
57	Slovakia	Europe	22	0,25%
58	Bulgaria	Europe	21	0,24%
59	Bangladesh	Asia Pacific	20	0,23%
60	Lithuania	Europe	20	0,23%
61	Malaysia	Asia Pacific	20	0,23%
62	South Korea	Asia Pacific	19	0,22%
63	Costa Rica	North America	18	0,21%
64	Belarus	Europe	17	0,20%
65	Paraguay	South America	17	0,20%
66	Bahrain	Middle East	16	0,19%
67	Cyprus	Middle East	16	0,19%
68	Georgia	Europe	16	0,19%
69	El Salvador	North America	15	0,17%
70	Sweden	Europe	15	0,17%
71	Czech Republic	Europe	14	0,16%

MC 1-3	Country	Region	Number of Registrations	Total in Percentage
72	Finland	Europe	14	0,16%
73	Guatemala	North America	14	0,16%
74	Kazakhstan	Europe	13	0,15%
75	Azerbaijan	Europe	12	0,14%
76	Albania	Europe	11	0,13%
77	Estonia	Europe	11	0,13%
78	Oman	Middle East	11	0,13%
79	Croatia	Europe	10	0,12%
80	Qatar	Middle East	10	0,12%
81	Uzbekistan	Asia Pacific	10	0,12%
82	Afghanistan	Asia Pacific	9	0,10%
83	Latvia	Europe	9	0,10%
84	New Zealand	Asia Pacific	9	0,10%
85	Norway	Europe	9	0,10%
86	United States Minor Outlying Islands	Asia Pacific	9	0,10%
87	Vietnam	Asia Pacific	9	0,10%
88	Bosnia and Herzegovina	Europe	8	0,09%
89	Macedonia, Former Yugoslav Republic of	Europe	8	0,09%
90	China	Asia Pacific	7	0,08%
91	Denmark	Europe	7	0,08%
92	Ireland	Europe	7	0,08%
93	Nicaragua	North America	7	0,08%
94	Slovenia	Europe	7	0,08%
95	Algeria	Africa	6	0,07%
96	Luxembourg	Europe	5	0,06%
97	Libya	Africa	4	0,05%
98	Malta	Europe	4	0,05%
99	Nigeria	Africa	4	0,05%
100	Yemen	Middle East	4	0,05%
101	China, Hong Kong Special Administrative Region	Asia Pacific	3	0,03%
102	Nepal	Asia Pacific	3	0,03%
103	Sudan	Africa	3	0,03%
104	Syria	Middle East	3	0,03%
105	Angola	Africa	2	0,02%

MC 1-3	Country	Region	Number of Registrations	Total in Percentage
106	Cuba	North America	2	0,02%
107	Dominica	North America	2	0,02%
108	Kosovo	Europe	2	0,02%
109	Mauritius	Africa	2	0,02%
110	Monaco	Europe	2	0,02%
111	Montenegro	Europe	2	0,02%
112	Palestine	Middle East	2	0,02%
113	Trinidad And Tobago	North America	2	0,02%
114	Unknown	Unknown	2	0,02%
115	Andorra	Europe	1	0,01%
116	Bahamas, The	North America	1	0,01%
117	British Virgin Islands	North America	1	0,01%
118	Brunei	Asia Pacific	1	0,01%
119	Burkina Faso	Africa	1	0,01%
120	Cote d'Ivoire	Africa	1	0,01%
121	Eritrea	Africa	1	0,01%
122	Guadeloupe	North America	1	0,01%
123	Haiti	North America	1	0,01%
124	Honduras	North America	1	0,01%
125	Iceland	Europe	1	0,01%
126	Jamaica	North America	1	0,01%
127	Kenya	Africa	1	0,01%
128	Kyrgyzstan	Asia Pacific	1	0,01%
129	Mongolia	Asia Pacific	1	0,01%
130	Mozambique	Africa	1	0,01%
131	Puerto Rico	North America	1	0,01%
132	Reunion	Africa	1	0,01%
	<b>Total</b>		<b>8648</b>	<b>100,00%</b>



## ACKNOWLEDGEMENTS

With grateful acknowledgement to our moderators and content contributors:

### April 15, 2020

Periorbital Surgery and Midface Lift

Moderator: Vakis Kontoes (Greece)

Speakers: Giovanni Botti (Italy)  
Dirk Richter (Germany)

### April 22, 2020

Current Algorithms for Primary Rhinoplasty

Moderator: Nazim Cerkes (Turkey)


Speakers: Enrico Robotti (Italy)  
Bahman Guyuron (Israel)

### April 29, 2020

Face and Neck Rejuvenation

Moderator: Ozan Sozer (USA)

Speakers: Mario Pelle-Ceravolo (Italy)  
Gerald O'Daniel (USA)



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