



## FOR IMMEDIATE RELEASE

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### THE AMERICAN ASSOCIATION OF FELINE PRACTITIONERS PIVOTS ANNUAL CONFERENCE TO VIRTUAL FOR 2020

**Bridgewater, New Jersey** - The American Association of Feline Practitioners (AAFP) will present its 2020 Annual Conference in a completely virtual format in order to prioritize the health and safety of members, attendees, staff, exhibitors, and sponsors. The Annual Conference, which was scheduled to take place in Minneapolis, MN this October, moved to a virtual conference platform due to the ongoing COVID-19 pandemic. The 2020 AAFP Virtual Conference aims to reinvent the design of past conferences but still provide a unique feline-specific educational experience. Veterinary professionals from all over the world are to be expected and the conference will continue to focus on *Feline Head & Neck: Diseases, Disorders, & More*.

“The AAFP Conference has grown significantly over the years because we have the unique ability to have a sole focus on feline-specific content, a welcoming and collaborative approach, and can dive deeper into the education. The goal of this online offering is to create an engaging online educational experience,” explains Heather O’Steen, CAE, and Chief Executive Officer. “We wanted to provide a platform where attendees could not only watch CE, but participate in many different formats that encourage an interactive learning environment and networking opportunities in order to set this meeting apart.”

The 2020 Virtual Conference will now be held over two weekends, October 3 and 4, and then again on October 24 and 25, to provide a robust learning experience for all. The conference will explore a myriad of feline health conditions affecting systems of the head and neck, including neurology, dermatology, ophthalmology, dentistry, respiratory, oncology, imaging, emergency and critical care, pain management, feedings tubes, and more. Extending the conference over two weekends is designed to provide for shorter days and gives attendees the opportunity to space out screen time, adequate time to

process information, and more time to access on-demand content. By engaging in the virtual conference, attendees can expect many of the same benefits as the in-person conference from the comfort of their own home or office.

**Virtual Conference Features Include:**

- Over 70 hours of feline-specific CE
- Live and on-demand RACE-approved Veterinary and Technician/Nurse CE sessions
- Partner Symposia
- Oral abstract presentations
- ePosters session and presentations
- Educational discussion forums and video chat rooms with speakers, exhibitors, and attendees
- Ask the Expert Sessions
- Interactive exhibit hall with time to chat and ask questions, as well as giveaways and show specials
- Scavenger hunt game with prizes
- Networking and virtual social activities with colleagues
- Product Showcase
- Other fun and special offerings are being developed

All content will be available on demand through December 31, 2020, so that attendees are able to access the educational content and other offerings even if they cannot attend each day.

Registration for the 2020 AAFP Virtual Conference is now open. A discount is provided by registering two or more individuals from one practice. Additional information about the virtual conference including registration, agenda, and updates on speakers and sessions, can be found [here](#). We encourage all those who have not been able to make it to an AAFP Conference in the past to use this opportunity to join us.

[Click here for the agenda.](#)

[Click here to register.](#)

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**About the American Association of Feline Practitioners:**

The American Association of Feline Practitioners (AAFP) supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence-based medicine. As a trusted leader in the veterinary community, the AAFP has a long-standing reputation and track record for facilitating high standards of practice and providing educational resources to veterinary teams, including guidelines for practice excellence and an annual conference. Over the years, the AAFP

has encouraged veterinary professionals to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine. Launched in 2012, the Cat Friendly Practice® (CFP) program ([catvets.com/cfp/veterinary-professionals](http://catvets.com/cfp/veterinary-professionals)) was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to reduce the stress of the veterinary visit for cats, caregivers, and the veterinary team and provide veterinary practices with the tools and resources to elevate the standard of care provided to cats. With the belief that cat caregivers are instrumental to feline health and welfare, the AAFP launched [catfriendly.com](http://catfriendly.com), a consumer-focused reliable educational resource powered by feline veterinarians branded Cat Friendly Homes. This educational resource is tailored to the needs of cat caregivers who want to provide the very best care for their cat and is accompanied by a monthly newsletter, The Cat Column, as well as educational content on Facebook and Instagram.