

VMX deems 2021 a success with live and virtual offerings

Veterinary Practice News talks to Gene O'Neill, CEO of the North American Veterinary Community

August 11, 2021

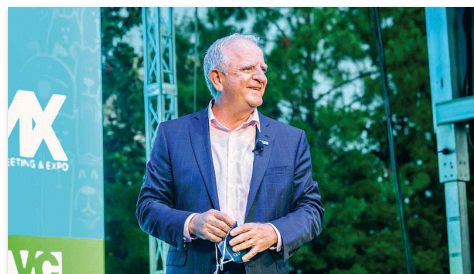
By Elizabeth Anderson Lopez



As one of the first major conferences to go live after the pandemic, this year's VMX (June 6-9), benefitted from advanced planning, according to Gene NAVC CEO.

"January 2020 was one of the best events we've had. Right after that we started planning next year's event," he shared with *Veterinary Practice News* first day of the conference. "The work from home change of not being able to collaborate as easily affected us, but we had done a lot of preplanning; always in a 'hurry up and wait' pattern with travel and social distancing changes."

VMX offered sessions both live and online. O'Neill touts the benefits of that. "From day one, we saw the virtual component being a long-term strategy says. "VMX is a globally recognized event. Going virtual gave us the opportunity to expand our global footprint. It allowed us to have multiple modalit learning for people around the world. Classes were offered in multiple languages, including Spanish, Chinese, and Russian," O'Neill adds VMX offerec than 600 CE sessions, including exotics, equine, large animal, and soft skills.



Gene O'Neill, NAVC CEO, welcomes attendees at the VMX Opening Ceremony.
Photos courtesy NAVC

O'Neill said attendance was comparable to previous years, with fewer exhibitors. "We ended up with 10,000 paid attendees. We are very pleased with that. It's about the same number as a normal live e Typically, there are 730 exhibitors; this year there were 340." Out of 340, 52 were first-time exhibitor

He added veterinarians, veterinary technicians, and veterinary nurses make up the lion's share of at "Veterinary students can attend for free; we've seen an uptick in that."

O'Neill also reports growth in a coup

There are also some elements to the everyone takes advantage of. We ha lunches with informal learning with

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

Planning is underway for next year with plans to return to live entertainment. "We'll be back in January with a full slate of programs that include the I

Veterinary Practice News

[News](#) [Medical/Clinical](#) [Practice Management](#) [Continuing Education](#) [Demo-Casts](#)

[Classifieds](#) [VPN Plus+](#) [Archives](#) [LOGIN](#)

atopic dermatitis

3) Just breathe: a comprehensive clinical approach to canine infectious respiratory disease

4) Chronic hepatitis in dogs: treating the underlying causes

5) Cats are furry magicians: unlocking the invisible secrets of feline infectious disease

Top 5 in-person sessions:

1) Feline CKD: chronic management

2) Canine allergy pharmacotherapy (when to choose what with case examples)

3) A new non-surgical approach to treat mast cell tumors

4) Otitis allergies and client compliance

5) Canine dermatitis – when you think it is allergy but it is not

Talkatoo 'pitch' takes top honors

One of the traditions of VMX is the Pet Pitch Competition, now in its fourth year. "It's like 'Shark Tank,' says Gene O'Neill, NAVC CEO. "People pitch new ideas to the audience and judges. It's not new, but the recognition has grown."

This year's Grand Pet Pitch winner is Talkatoo, which is described as a dictation tool that helps veterinary professionals speed up transcribing their clinical records. "The biggest asset any veterinarian has is their time. More time for patients to focus on care and well-being of their patients, and the client sees that. Innovative tools help increase that time."

"We've won the VMX Startup Pet Pitch Competition at the largest veterinary conference in the world. It's a big deal!" says Shawn Wilkie, Talkatoo CEO. "This is our industry, these are our people, and now a lot more of them are going to know about Talkatoo and what we can provide them."

Talkatoo was one of five finalists out of an original group of 20 competitors. The other four finalists were:

- Mella—remote wellness technology solutions for pet health monitoring
- QSM Diagnostics—point of care diagnostics for bacterial infections
- VetGuardian—a wireless, touch-free telemonitor with live video feed
- Vetranomix—a diagnostic laboratory that uses molecular technology to target infectious diseases.



NAVC CEO Gene O'Neill awarded the Startup Pet Pitch Competition winner Wilkie, CEO of Talkatoo.

VMX VIRTUAL SNAPSHOT

The virtual platform for VMX is accessible through Sept. 3. NAVC reports the following virtual attendance (as of Sept. 3, 2020, 11:00 a.m. EST):

- More than 2,700 (2,764) registered virtual attendees

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

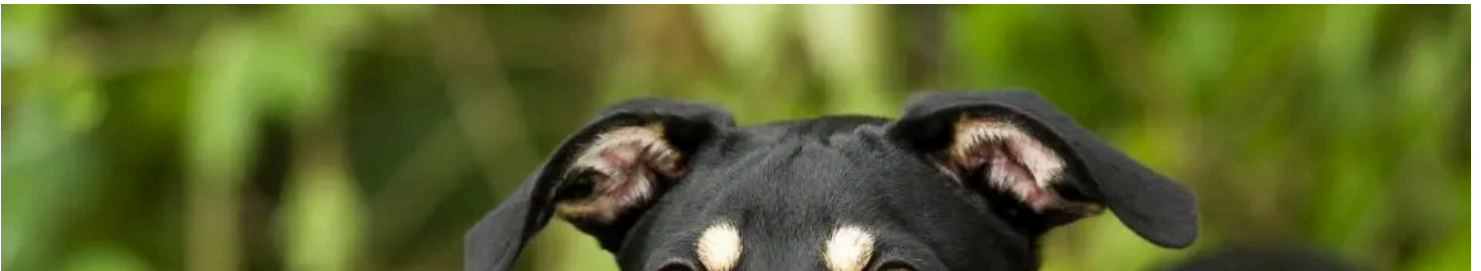
- More than 1,200 virtual attendees for the opening ceremony

Veterinary Practice News

[News](#) [Medical/Clinical](#) [Practice Management](#) [Continuing Education](#) [Demo-Casts](#)

[Classifieds](#) [VPN Plus+](#) [Archives](#) [LOGIN](#)

Education Center - Sponsored

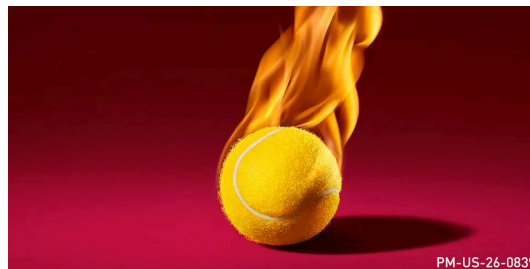


Bringing specialist level interpretation in-clinic

by • Zoetis Diagnostics - July 2027

Imagine a busy weekday morning in a typical small animal clinic. The appointments are fully booked, the phones are ringing, and in comes Yogi, a five year old terrier mix whos are clearly worried.

Sponsored



PM-US-26-0839

Fight the Flames of Canine OA

Don't just control pain in your canine OA patients. Reduce their inflammation, too. Discover the latest innovations today.

[+ Learn More](#)

[Comments](#)

[Post a Comment](#)

Demo-Cast



IMV Technologies Demo-Cast | Quality Radiography is My RoadMap: A Day

Date: October 27, 2026 1 p.m. ET | 10 a.m. PT

In this session, we'll meet with a veterinary orthopedic surgeon and educator for whom radiography guides much of his daily work. He will share his journey from a student to him, and some clinical cautions, tips and pearls.

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

Sign Up For Our Weekly Newsletter

Comprehensive and timely coverage of industry news delivered right to your inbox every week! Sign-up for free today.

Email Address

Sign Up

New on



Join VPN Plus+ today to get access to exclusive content like:

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

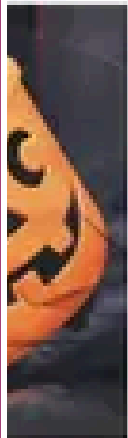
[Cookie Settings](#)

Accept All

edition will help you on.

bags

g
its.



ause

Costume

- Pr sh mx ch
- Cr wa co un
- Sk bk ac the

Trick or

- Pr we tre gn
- Ke en

More Halloween Hazards Infographic

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

suspicious

▶ Cyan

▶ U

▶ A ver

▶ >

▶ Imme

▶ Total

Seizures in General Practice: What to Do in the First 60 Minutes

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)[Accept All](#)



Tech Talk: What three ECC techs in the trenches wish every GP team knew

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)[Accept All](#)



October pet- and vet-related holidays

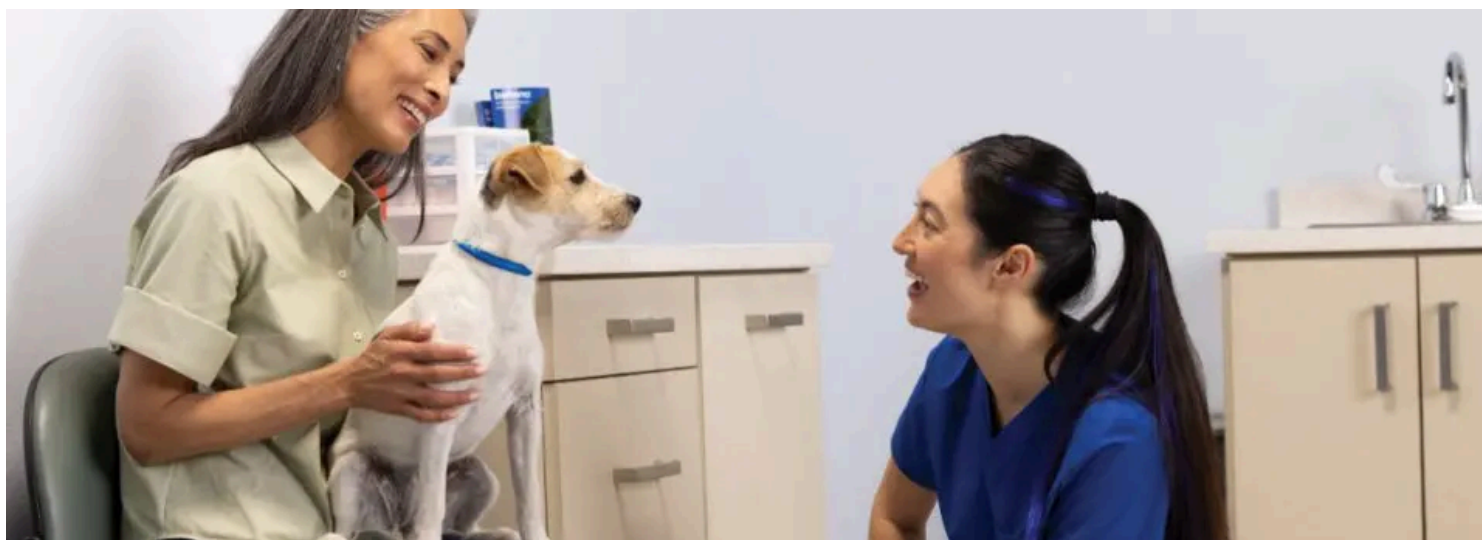
[JOIN NOW!](#)

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

Sponsored



Long-lasting relief for lasting friendships

Provide 6 weeks of canine allergic itch relief in a fast-acting injection, for long-lasting results that makes best friends better.

[+ Learn More](#)



**The VPN Plus+ Store
is NOW OPEN!**

Marketing Library infographics available
for individual purchase

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)

[Accept All](#)

Get the
Magazine
Get our weekly
Newsletter



FOLLOW US @VetPracticeNews

#VetPracticeNews

[Privacy Policy](#)
[Cookie Policy](#)
[Terms of Use](#)

Copyright ©2026 Kenilworth Media Inc. All Rights Reserved.

We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking "Accept All", you consent to the use of ALL the cookies. However, you may visit "Cookie Settings" to provide a controlled consent.

[Cookie Settings](#)[Accept All](#)