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ICON: DIA Live to Provide a Digital Window into DIA Conference 2016

Social media aggregation site will highlight digital conversation hotspots and help amplify thought leadership and debate at DIA 2016

DUBLIN--(BUSINESS WIRE)-- **ICON plc, (NASDAQ: ICLR)** a global provider of drug development solutions and services to the pharmaceutical, biotechnology and medical device industries, today announced that it will be presenting DIA Live - a social media aggregation site that allows visitors to track and analyse Twitter conversations from delegates at the [DIA2016 Global Annual Meeting](#) (26-30 June, Philadelphia, PA).

The platform will provide a single source for visitors to view the social media conversations from participants at the DIA 2016, alongside broader conversations from Twitter users around the world using the hashtag #DIA2016.

This is a new collaboration between ICON and DIA, and the first time such an innovative data analysis and visualisation platform is being used to measure audience engagement and track social and digital media conversations around the event. The site is set to go live on the first day of the conference (26th June) and will aggregate and stream a live feed of tweets sent by conference delegates as well as other participants.

DIA Live presents a convenient source for visitors to view key or trending topics, real time discussions, as well as stats and interactive infographics measuring activity and influence. Visitors to the platform will also be able to apply filters to tune into specific topics, compare discussions from previous days and have the opportunity to participate and shape debate.

This year the DIA 2016 conference is set to attract thousands of delegates from around the world who will be examining a wide range of topics from big data and cyber security to patient engagement and health care regulation. Using powerful data analysis in this context is a valuable opportunity for participants to follow specific areas of interest in an otherwise complex and vast dialogue space by applying filters or tracking relevant hashtags.

Those with an interest in the DIA2016 event but are unable to attend will have the opportunity to participate in live conversations via the platform as well.

David Green, VP Marketing, ICON said "We are excited to be collaborating with the DIA in the launch of this innovative digital platform. The DIA Annual Meeting centres around fostering innovation and cross-discipline integration, so it is fitting that this year the launch of this platform will enable individuals around the world to participate in these discussions."

"The conversations at DIA 2016 will cover the most pressing issues facing the life sciences industry today," Jonathan Commons, Senior Vice President of Marketing commented. "DIA Live will provide valuable insight and analysis to navigate the conversations from the world's largest gathering of life science industry professionals."

To participate in this year's conference, follow and engage with our team via www.dialive.org

About DIA 2016

[DIA 2016](#) is DIA's global annual meeting to advance health care product development around the world by connecting stakeholders to interdisciplinary insights and innovation. As the organization's largest interdisciplinary event, DIA 2016 is a gathering of global perspectives bringing together a network of more than 7,000 professionals to foster innovation that leads to the development of safe and effective products and therapies to patients. The global annual meeting will draw attendees from 51 countries for the five-day conference, which also features a three-day expo with more than 450 exhibitors. For more information visit www.DIAglobal.org/DIA2016 or follow DIA on [Twitter](#), [LinkedIn](#), and [Facebook](#). Join the conversation using [#DIA2016](#).

About ICON plc

ICON plc is a global provider of drug development solutions and services to the pharmaceutical, biotechnology and medical device industries. The company specialises in the strategic development, management and analysis of programs that

support clinical development - from compound selection to Phase I-IV clinical studies. With headquarters in Dublin, Ireland, ICON currently, operates from 89 locations in 37 countries and has approximately 12,200 employees.

Further information is available at www.iconplc.com

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