



Lead Generation: Data-Infused Transformation: Elevating Global Healthcare Events with Comprehensive Engagement Strategies

CASE STUDY | HEALTH CARE

CLIENT



A leading global provider of event and conference management services

INDUSTRY



Event and Conference Management/
Healthcare Sector

PRODUCTS



Healthcare Events

TARGET GEO



Global

BUSINESS OBJECTIVE

The client, a global leader in event and conference management, orchestrates 17 major healthcare events annually. They aimed to overcome challenges such as low visitor registration rates, stagnant exhibitor revenues, a lack of diverse high-caliber speakers, and intense global competition. The objective was to develop a holistic, data-driven strategy to enhance resonance and drive growth across all event facets.

OUR SOLUTION


Enhanced Event Registration: Revamped registration strategies led to a 20% increase in engagement and an 8% boost in conversion rates.

Increased Exhibitor Revenues: A comprehensive view of the competitive landscape allowed for targeted approaches to previously overlooked market segments, resulting in a 15% increase in exhibitor revenues


Improved Sponsor Engagement: Personalized outreach strategies, informed by detailed market insights, resulted in a 10% improvement in sponsor engagement and a 12% increase in repeat sponsorships

Diversified Speaker Roster: Enhanced the caliber of speakers by 25%, as evidenced by increased qualifications, industry recognition, and positive attendee feedback. This improvement was facilitated by our refined speaker engagement strategy and continuous updating of our speaker database to align with industry trends and event objectives

OUTCOMES



Achieved a 20% increase in overall engagement and a 15% rise in exhibitor revenues for the client through optimized data strategies and a comprehensive competitor landscape analysis



Enhanced stakeholder satisfaction and industry reputation by fostering personalized engagements, leading to a 10% improvement in sponsor engagement rates and a 25% increase in speaker diversity and caliber, positioning the client for sustained growth and success