

# Reaching Your Next Best Customers

## *How Immersive Convention Marketing is Increasing Tradeshow Results*

For brand managers at large healthcare companies, justifying tradeshow marketing investments is a primary concern. Corporations spend millions to attract medical professionals to national and regional events, but getting their attention in the face of busy conference schedules is a constant challenge.

Although healthcare companies market directly to doctors, FDA regulations strictly limit the tactics available at tradeshows and other live events. This puts more pressure on marketers to utilize creative tactics in order to achieve convention objectives. While maximizing booth traffic is a constant struggle, failure to control and deliver a compelling user experience often leads to missed opportunities. Without the proper management, even the most well-attended exhibit can fail to perform. This leaves marketers without the insights they need to enable their sales teams.

Is there a cost-effective way to increase the impact these events have on future sales? How can marketers better justify their tradeshow investments?

To address these challenges, many marketers are turning to immersive convention marketing solutions. These solutions help marketers improve the outcomes of their event marketing campaigns by creating a personalized learning experience for each attendee. Immersive convention marketing solutions enable companies to educate doctors while developing a comprehensive profile for each attendee and their practice. These insights help salespeople determine which healthcare professionals are most likely to prescribe the company's treatment. This white paper will explore the challenges in healthcare tradeshow marketing and reveal the many benefits of immersive convention marketing solutions.

### **Trends Impacting Healthcare Marketing**

*Drug development costs continue to increase, placing more pressure on marketers to justify marketing investments*

Within the next five years, more than \$89 billion in brand-name drugs will face competition from generic equivalents.<sup>1</sup> At the same time, the cost to bring new treatments to market continues to rise. In 2008, drug research and development totaled more than \$65 billion—approximately \$1.2 billion per

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<sup>1</sup> Singer, N. (February 15, 2010). *The New York Times*. Drug firms apply brand to generics.

drug, according to PhRMA.<sup>2</sup> With high development costs and limited patent protection, marketers face enormous pressure to generate returns from all marketing investments. With the high cost of consumer advertising, conventions continue to be a critical part of the healthcare marketing mix.

However, conventions now target far more than just physicians. As nurse practitioners and other medical professionals increasingly attend tradeshows, marketers must cater to the unique requirements of their areas of specialty. As a result, marketers must provide an exhibit experience that offers relevant content and a personalized experience.

Moreover, the increasing complexity of new drug treatments requires marketers to utilize advanced technology to effectively communicate their products' efficacy. No longer can marketers rely solely on static displays or looping videos.

### **Challenges with Convention Marketing**

Marketers face four main challenges when justifying conference marketing investments: inability to measure ROI, no control over the attendee experience, time wasted on low-value prospects, and lack of insight on physicians' behavior.

#### Hard to Measure ROI

*FDA regulations make it difficult to measure convention ROI*

Healthcare is a highly regulated industry. As such, the FDA strictly controls the tactics marketers can use to promote prescription drugs and other treatments. Moreover, physicians don't sell treatments directly to customers, so marketers must look for other means to measure ROI at conventions. Additionally, marketers often have no means of determining the engagement level of each visitor, so measuring ROI becomes even more challenging. Fortunately, new solutions help marketers more accurately measure how convention marketing impacts revenue.

#### Failure to Control the Experience

*Failure to control the attendees' experience often results in lost opportunities and alienated prospects*

At most conference, physicians have little time to visit exhibits. Failure to eliminate exhibit traffic congestion may deter physicians from entering. As a result, marketers often miss valuable opportunities to engage physicians—many of whom might be valuable prospects. This means fewer leads, fewer insights and event performance that doesn't meet objectives.

Moreover, with limited exhibit hours to meet physicians, marketers can't afford to waste time with attendees who aren't serious prospects. Unfortunately, many marketers don't have the ability to determine when high-value visitors have arrived at the booth. As a result, marketers miss opportunities to meet with key professionals and physicians that may make the biggest impact on sales. Fortunately, new conference solutions help ensure marketers spend quality time with the best prospects.

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<sup>2</sup> (April 2009). *Pharmaceutical Research and Manufacturers of America*. Pharmaceutical industry profile 2009.

### Poor Insights on Physicians and Practitioners

*Without detailed insights about physician behavior, sales cannot identify high-value leads*

For sales and marketing to be most effective, marketers must obtain insights about their customers that illustrate their behavior and potential to generate revenue. Without these insights, marketers falsely believe that all leads are equal. Worse yet, salespeople waste precious time chasing prospects who are not qualified leads. As a result, both sales and marketing may fail to perform to their potential, creating tension that can damage their working relationship.

A brief history of tradeshow marketing provides further insight.

### **A Brief History of Convention Marketing**

*Convention marketing requires engaging experiences for multiple audiences*

Before the 1990s, healthcare marketing focused exclusively on physicians. Unable to advertise to consumers, conventions were a primary strategy in educating and influencing doctors to write more prescriptions. Exhibits were largely static displays containing salespeople and product literature. Educational materials were delivered on traditional slides or transparencies. Little differentiation between exhibits existed; most marketers attracted physicians through the use of light boxes and static messaging. Marketers had the freedom to spend lavishly on physicians as a means to influence future prescriptions.

In the mid-1990s, new advertising laws allowed drug companies to market directly to consumers. This resulted in more consumers asking their physician for specific therapies. As a result, physicians grew more interested in advancing their expertise on behalf of their patients. To accommodate this change, healthcare marketers focused exhibits on education. The widespread use of video and PowerPoint made kiosks a more engaging experience for healthcare professionals. However, marketers had few mechanisms to measure how each event contributed to sales.

Around 2001, technology advances enabled marketers to offer more interactive exhibits. The appearance of plasma televisions enabled marketers to attract more booth visitors and deliver more appealing messages. The introduction of touch screen presentations enabled marketers to address multiple audiences by allowing attendees to choose the content they wanted to view. While these advances made exhibits more engaging, marketers still had little opportunity to determine which visitors were the best leads.

By 2006, the reduction in plasma television prices enabled most exhibits to use flatscreen TVs and touch screen overlays to create a fully customizable experience for all attendees. In the future, healthcare marketers will look to animation, lead analytics and mobile devices to create a more tailored experience for each attendee.

*Immersive convention marketing solutions are fully-managed events that combine logistics, branding, lead generation and analytics*

## The Solution: Immersive Convention Marketing

Designed to help marketers increase the return on their convention marketing investments, immersive convention marketing solutions help companies improve the impact these events have on sales.

These solutions offer an interactive experience that combines educational content and marketing analytics to create a personalized experience for each healthcare professional. These solutions also monitor booth traffic for high-value prospects. This ensures that the marketing staff spends adequate time with those prospects deemed most important to the business. This powerful combination enables marketers to create detailed insights about prospects and arm salespeople with the information they need to pursue the most valuable leads.

Immersive convention solutions are purpose-built, turnkey solutions that include both logistics and operations. These solutions are usually executed with the help of an interactive healthcare marketing agency. These agencies combine strong knowledge of healthcare marketing regulations with extensive expertise in interactive technology and business intelligence. Successful immersive convention marketing solutions have six focus areas:

**Attraction:** Marketers must efficiently attract visitors to and through the booth. This function determines the total number of prospects available to engage during the event.

**Optimization:** Physicians follow rigorous class schedules and often have limited time for exhibits. Solutions providers utilize advanced technology to monitor traffic flow and ensure congestion is rerouted to other exhibit entry points.

**Personalization:** Conventions require marketers to deliver content personalized for each audience. Solution providers utilize touchscreen or multi-touch kiosks to deliver content tailored to each practitioner's specific practice area or interest.

**Interaction:** People learn in many ways—audio, visual or touch. By immersing attendees within multimedia presentations, marketers ensure each visitor learns in his or her preferred manner.

**Lead capture and profiling:** Without prospect insights, salespeople cannot prioritize their follow up after the event. Immersive convention marketing solutions acquire customer demographics throughout the exhibit experience building a complete physician profile in the background.

**Analytics:** Different stakeholders have different needs for prospect data generated from conventions. These solutions offer web-based access to business intelligence which enables marketers to segment attendees and employ follow up marketing programs after the convention has ended.

*Immersive convention marketing solutions enable marketers to increase the performance of their events*

## Benefits of Immersive Convention Marketing Solutions

Immersive convention marketing solutions offer marketers many benefits, including:

- Improves marketing effectiveness by personalizing messages based on the role of the attendee
- Sets brands apart from their competitors by making both the brand and the exhibit more appealing to potential visitors
- Improves the value of leads by arming salespeople with better insights about each prospect
- Ensures event VIPs receive dedicated attention by notifying staff when those individuals enter the exhibit area
- Optimizes budgets by marketing to multiple audiences with a single exhibit
- Increases the number of leads captured by ensuring that the flow of booth traffic doesn't prohibit attendees from a smooth experience
- Builds sales and marketing intelligence by creating a comprehensive view of physicians and their practices
- Improves brand awareness by creating an engaging experience that stands out among competing exhibitors
- Increases physicians' understanding of therapies by creating in-depth medical animations that represent disease states or mechanisms of action

## What to Look For in Immersive Convention Marketing Solutions

*Look for an interactive FDA-trained interactive agency with a history of working leading brands*

When evaluating an immersive convention marketing solution, consider these important requirements:

**Complete solution:** Seek an agency that offers an integrated solution including creative, technology, user experience and analytics. This allows you to focus on building rapport with prospects rather than managing your exhibit.

**Healthcare track record:** Seek an agency that has extensive experience working with healthcare companies. Agencies that work with brand-name companies have processes in place to deal with complex exhibits.

**FDA training:** Seek an agency with marketing expertise within PhRMA Code and DDMAC guidelines. Firms unfamiliar with these guidelines often waste budget by designing experiences that will not be approved by the FDA.

**On-demand marketing analytics:** Look for a solution that offers detailed reporting and trending tools. This enables multiple stakeholders to leverage customer insights collected at the event.

**Live event experience:** Look for a solution provider with experience in live events. The theatrical nature of live events usually translates into experiences that are highly differentiated, delivering more booth traffic and potentially more leads.

**Agile development:** Seek a solution provider who creates software using agile development principles. This speeds software development and enables the flexibility to change without sacrificing schedules or budgets.

**Focus on user experience:** Seek an agency with a strong understanding of user interface design and development. The company should be able to demonstrate how they can empower non-technical people to engage with complex topics.

**RFID tracking:** Find a solution provider that utilizes RFID to track attendee engagement and movement through the exhibit. This enables you to collect more prospects insights without interrupting their exhibit experience. RFID also enables you to monitor booth traffic and proactively eliminate congestion.

**Mobile dashboards:** Ensure the solution offers dashboard reporting on mobile devices. This enables executives to monitor in real-time the progress of the event and which key stakeholders have attended.

**Real-time VIP alerts:** Look for a solution that notifies staff when important attendees enter the booth. This helps ensure your most important visitors get the attention they need.

**Gaming and multi-touch development:** Look for an agency with significant gaming and Multi-Touch development experience. These environments require intuitive design that's easy to use—an often overlooked yet important requirement since doctors have never experienced your content before.

**3-D animation:** Choose an agency with multiple examples of their work in 3-D animation. This provides the best learning experience because it creates the most engaging, immersive experience.

### The StudioPMG Advantage

Designed to satisfy all the requirements outlined in this paper, StudioPMG's immersive conference marketing solutions help marketers increase leads and customer insights generated from conventions. Now companies can justify their investment in healthcare marketing events.

Leveraging interactive tools like custom animation, 3D medical simulations and multi-touch displays, StudioPMG helps marketing realize an increase in the overall number of exhibit visitors. By providing a personalized learning experience for every conference attendee, StudioPMG's immersive

*StudioPMG has a 15-year track record of providing DDMAC-compliant healthcare marketing solutions to the largest brands in the world*

conference marketing solutions build a comprehensive profile of attendee demographics based on your requirements. This powerful combination ensures the highest return for each event.

As a pioneer in advanced interactive marketing and live events for the healthcare industry, StudioPMG utilizes agile software development principles, enabling it to have never missed a client deadline. StudioPMG staffs a team of dedicated user experience experts with rich backgrounds in diverse industries—a unique approach that ensures customer insights are obtained without being intrusive.

Leveraging a 15-year track record in healthcare convention marketing, StudioPMG's team is routinely trained in FDA and DDMAC compliance to ensure clients are presented with programs most likely to meet regulatory approval.

With offices in Irvine, California and customers across the globe including Bristol-Meyers Squibb, Astra Zeneca, Boston Scientific, Accordia Therapeutics and Edwards Lifesciences, StudioPMG is well-equipped to meet the needs of large and small healthcare companies. Start reaching your next best customers today. Let StudioPMG help *Activate Your Brand*.

**For a FREE convention marketing assessment, visit <http://blog.StudioPMG.com/convention-marketing-assessment> or call StudioPMG at (949) 250-7086 .**

