

THE SPONSOR PERSPECTIVE NEEDS AND OBJECTIVES

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NEEDS

Alignment with need and needs creation objectives set in Strategic Marketing Plan, yearly Marketing Plan and Marketing Tactics

Platform / Space that allows a fruitful gathering with existing customers and quality contacts to create new prospects

- Location, accesibility, programme offering, enough time to permit exhibition visit and exchange with visiting company

A scientific programme that justifies the expense of attending for industry partners and attending physicians

Freedom to implement activities in which industry partners can show and proof uniqueness of their offering

- Within an outside the scientific programme

Voice and weight to interact with the congress organisation for current and future improvement

SHIFTING NEEDS

Company, Corporations and Healthcare Authority Guidelines

Position of Society members and exhibitors within the current healthcare environment

Potential new customers expectations

- What are the reasons to attend a congress / exhibition in this new healthcare environment?
- How much does availability of online / virtual information influence the attendees expectation for events?

OBJECTIVES

Deliver on the Marketing Plan and specific congress defined objective

Have a lasting positive impact on existing and potential customers

Create new business prospects

Make face to face interaction more meaningful to the event attendees