AGENCY
HEALTHCARE DEMAND GEN SPECIALISTS

Healthcare events *that deliver results.*

Healthcare events are high-cost, high-stakes, but too often they under-deliver. Attendance is high, but impact is low. Stands look impressive, but ROI remains unclear.

The challenge?

Most events aren't built on measurable outcomes, creative strategies, or stand experiences that truly cut through.

We believe every event should be a performance with results you can measure...

The *problem.*

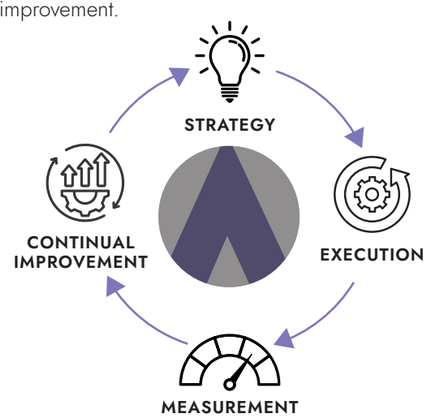
Organisations consistently *face these obstacles:*

- **Disconnected Strategy:** Events planned in silos, disconnected from broader marketing strategies and sales objectives.
- **Vanity Metrics:** Measuring attendance and badge scans instead of pipeline development and behavioural change.
- **Budget Pressure:** Healthcare marketing spend dropped from 9.6% to 7.2% of revenue. CFOs are demanding concrete ROI.
- **Compliance Complexity:** Regulatory requirements make innovation challenging while creating an engaging attendee experience.
- **Generating Engagement:** More demanding audiences makes it difficult to engage and make a message stick.

The *solution.*

Differentiation helps events *deliver ROI:*

We've built a model designed specifically for healthcare companies, supporting at every step of the event lifecycle – from early planning and strategy through to post-event measurement and improvement.



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How we can help:

- **Strategy First:** Healthcare audience mapping, compliance-ready KPIs and commercial alignment from day one.
- **Healthcare Expertise:** Deep understanding of medical marketing challenges, regulatory requirements and audience behaviour.
- **Seamless Execution:** Medical conference expertise, healthcare-compliant innovation and expert attendee engagement.
- **Measurable Results:** Real-time analytics, ROI tracking, effective pipeline attribution and actionable insights.
- **Playbook Development:** Process mapping, customer journey analysis, communications planning and more, giving organisations the tools to effectively improve their event portfolio.
- **End-to-End Integration:** Events as part of broader healthcare marketing campaigns with seamless CRM integration, not just one-off activities.
- **Continual Improvement:** Post-event analysis, best practice development and ongoing improvement based on an ever evolving market.

When it comes to events, no two programmes are the same. From internal meetings to international conferences, we provide strategic expertise across all event types.

Internal Meetings
- Sales force meetings, executive leadership meetings, cross-functional team alignment, product launches and more.

Medical Conferences & Exhibitions
- Medical congress support, trade shows, clinical symposia, advisory boards and investigator meetings.

Digital & Hybrid Events
- Virtual medical conferences, educational webinars, hybrid ad-boards and patient education programmes.

Specialised Healthcare Programmes
- Regulatory compliance conferences, patient advocacy events, medical affairs briefings and international market entry events.

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Meet the experts *behind your next event:*

Charlie Litchfield

Event Strategist

20 years in healthcare events, former Director of the Americas at Touch Associates. Knows what excellence looks like in creativity and technology.

Adrian Di Mambro

Creative Director

30 years delivering clever, memorable ways to bring brand stories to life. Working with brands such as Sky, LG, Smeg and many healthcare brands.

Adam Hitchcott

Stand Designer, Developer & Builder

20 years delivering event stand design with Global pedigree: Olympics, Rugby World Cup, Real, Tottenham Hotspur, plus two decades in pharma and medtech event design.

Michael Colling-Tuck

Founder/Strategic Advisor

20 years in healthcare sales, marketing and comms, Guides pre/post communications, keynote programming and ROI-focused event ecosystems.

Ready to make your next event work harder?
Your events should be more than a presence, they should be a performance with measurable impact.

Let's start with a conversation.
No obligations, just a chance to explore how we can help you measure and improve the ROI of your medical meetings and events. Speak to us to understand how we can create standout experiences for your next event.

Contact us today: 07507 014005, or email at info@agencybristol.com