



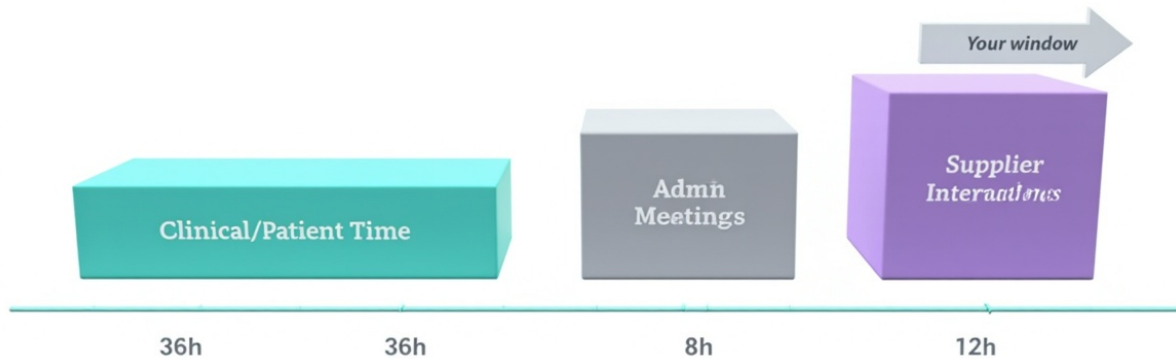
AGENCY | FREE GUIDE

The Badge Scanner Was Counting the Wrong Thing

A pre-congress demand generation framework for healthcare marketing leaders

Inside this guide:

- A five-question self-assessment you can run today
- A four-week audit method your team can follow
- The three leading indicators that predict launch success
- Real patterns from 47 healthcare launches



The 12-Minute Supplier Window

The average meaningful supplier interaction a healthcare buyer has in a week is around 12 minutes. Not because buyers are disengaged. Because they are managing clinical workloads, administrative pressure, and 40 other suppliers all competing for the same narrow window.

12 minutes per week — your actual access win

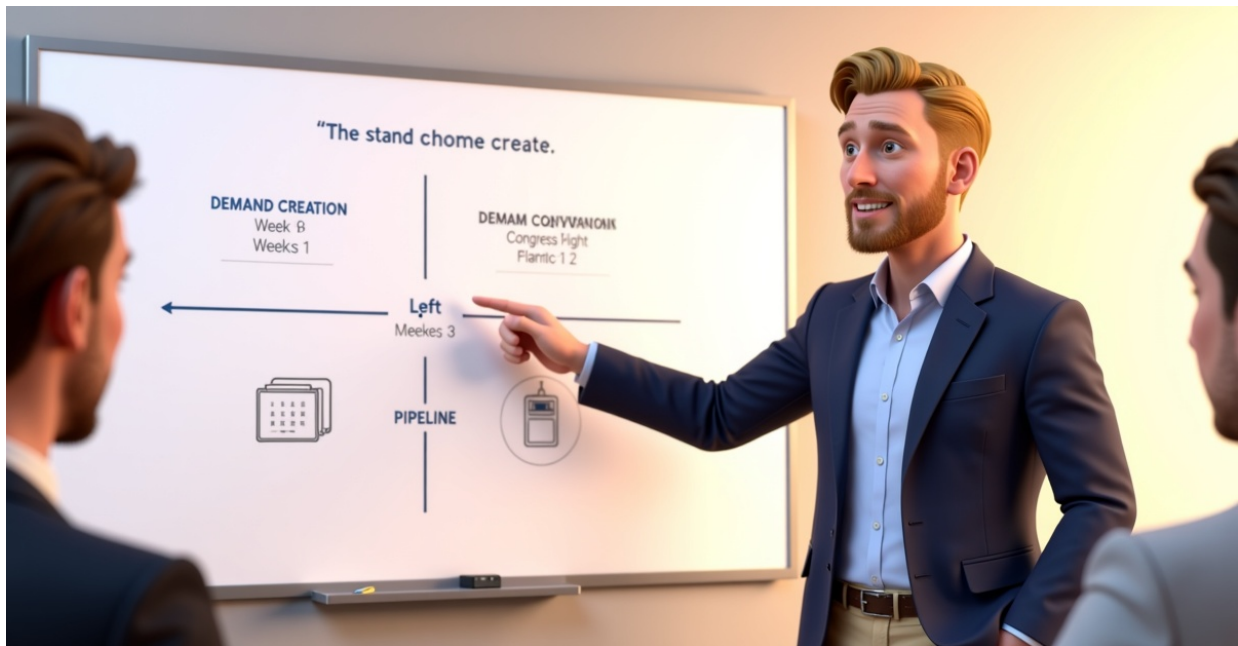
At a congress, this window may not expand. The decision-maker came for educational content and peer connection. The exhibition floor is a tolerated interruption in their schedule, not the reason they registered.

THE SELF-ASSESSMENT

- How many meaningful touchpoints has each named account had with your company in the last 8 weeks?
- How many of those were congress-independent (content, direct outreach, podcast)?
- How much of your 12 minutes are you winning before the congress begins?

Pro Tip

Calculate your current pre-congress touchpoint count for your top 10 accounts. If the answer for most is zero, the stand is starting a relationship from scratch — the hardest possible scenario.



The Stand Converts Demand. It Cannot Create It.

Healthcare buying decisions move through a slow process of familiarity, evidence, and trust. A company a decision-maker had never heard of before arriving at the congress is unlikely to be in a purchasing conversation 90 days after it.

The rep converts demand. The rep does not create it.

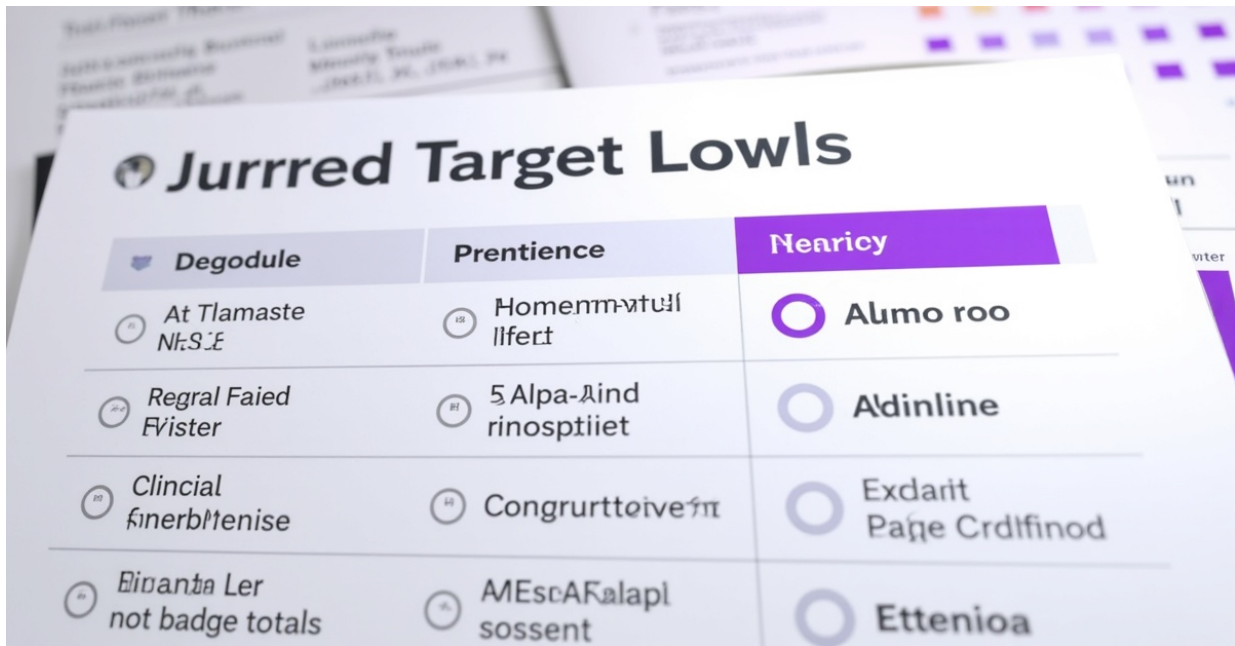
The congress is a conversion context, not an awareness mechanism. The companies generating consistent pipeline come in with warm relationships. The stand visit continues something already in motion.

THE TWO PHASES

- Demand creation (8 weeks before): content, outreach, familiarity building with named target accounts
- Demand conversion (congress week): substantive conversations with people who already know who you are and why you are worth their 12 minutes

Pro Tip

Audit your last three congresses. For each, how many of the conversations that progressed came from accounts who already had some prior contact with your company? That is the demand creation conversion rate.



Name the Targets Before You Book the Flights

The most consequential decision you make about a congress is what you define as success. Badge scan targets produce badge scan behaviour. Named account targets produce pipeline behaviour.

Define 15 named accounts before writing the s

NAMED TARGET CHECKLIST

- Pull a list of 10-15 accounts most critical to your pipeline this year
- Verify which named decision-makers are registered for this congress
- Write two sentences about what each person cares about most
- Share the list with your stand team before they fly
- Measure success against names reached, not total badge scans

Every element of the congress brief follows from this list. If the list does not exist, the brief is premature.

Pro Tip

If you cannot name 10 accounts you want to speak with at the next congress, write the target list before the stand brief. The list is the brief.



Start the Event Six Weeks Before It Starts

The goal is recognition. A named decision-maker arrives at the congress with a sense of who you are and why you are worth speaking to. This does not require a large content machine.

THE 8-WEEK PRE-CONGRESS SEQUENCE

- Week 8: Short guide addressing the key challenge your named accounts face (NOT a product announcement)
- Week 6: LinkedIn post or brief from your perspective on the same topic
- Week 4: Specific use case or outcome relevant to their sector or system type
- Week 2: Direct, brief outreach to named targets referencing the content above

4 content pieces over 8 weeks changes the story

Every piece addresses the decision-maker's problem, not your product. The problem insight builds credibility. The product is the congress conversation.

Pro Tip

Each piece of pre-event content should answer one question: what does this specific person need to know that they probably do not know yet? If the answer is 'why our product is good', rewrite it.



A Better Stand Brief

Most stand briefs are written around footfall and visibility. A different brief is written around conversation depth.

The question shifts from 'how do we attract the most people' to 'how do we create the conditions for a substantive 30-40 minute conversation with the people who can actually influence a decision?'

STAND QUALITY AUDIT

- Does the stand have a quiet area for substantive conversations?
- Is the stand team briefed on named targets and their situations?
- Are reps measured on conversation quality, not scan volume?
- Is the demonstration designed for decision-makers or for passers-by?

One 40-minute conversation with a procurement lead with buying authority is worth more than 80 badge scans.

Pro Tip

For each named target on your list, write two sentences about what they care about most this year. Give that to your stand team. That is the conversation brief.



The Honest Number Is at 12 Weeks

Badge scan count is a four-day metric. It measures presence, not intent. The honest measure of event ROI in healthcare is pipeline contribution at 12 weeks.

Pipeline at 12 weeks is the real ROI number

THE 12-WEEK MEASUREMENT FRAMEWORK

- Day 5: Send segmented follow-up (hot, warm, informational tracks)
- Week 4: First check — conversations progressed, meetings booked
- Week 8: Second check — formal evaluations, proposals issued
- Week 12: ROI report — pipeline value attributed to event versus total event cost per opportunity created

Track this number across three events and you will have the evidence to change the brief, and the budget, for the fourth.

Pro Tip

Present the 12-week pipeline number alongside the badge scan report at your next post-event debrief. The gap between the two numbers is the size of the demand generation problem.



What Next?

The companies generating consistent pipeline from healthcare events are not doing something complicated. They are starting earlier, defining success in terms of named people, and measuring the number that actually matters. Use this framework before your next congress brief is written.

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Get the Demand Guide

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It's Not a Sales Problem

by Michael Colling-Tuck

The full argument behind everything in this guide. 306 pages on why most healthcare companies have a demand problem disguised as a sales problem, and what to do about it. Available in paperback, Kindle, and audiobook.

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47+

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10

Years in healthcare

306

Pages of methodology

3

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