

UFI Marketing Award: Launching CPhI in the #1 Pharma Market

How did it all begin?

On May 16-18, 2017, in Philadelphia, PA, UBM created a **new marketplace** for innovations in the world of end-to-end pharmaceutical manufacturing through the launch of CPhI North America 2017.

Breath-taking advancements in medical science and the strong performance of the North American Pharmaceutical industry in recent years provided a compelling backdrop for CPhI's inaugural event in the largest pharmaceutical market in the world. Already serving over 100,000 professionals at events in Europe, Asia, and the Middle East, UBM and CPhI in particular were determined to successfully enter the very competitive North American market.

InformEx, a show that has long fostered the continuous advancements in the fine and specialty chemical industry, has been on decline in recent years due to a combination of global market changes, competitive factors, and brand confusion.

A decision to **collocate these shows** would offer strategic opportunities for collaboration between industries that share common synergies, and set the groundwork for what would become one of the biggest launches in UBM history.

Setting ambitious event goals:

- Create a **new Marketplace** by **successfully introducing CPhI North America** alongside InformEx (success = increased NPS score and attendees' endorsement)
- Attract **6,000 qualified attendees** (subsequently, aim for a conversion rate of at least 50% and therefore acquire a minimum of 12,000 pre-registrants)
- Generate **\$250,000 attendee revenue**

1 - Is it all about content?

Gaining industry credibility by being a thought leader in addition to an event organizer

The American events landscape is saturated with events. For attendees to consider visiting CPhI North America, the event had to prove its credibility amongst the other industry players before it even started.

While we are often tempted to advertise the event right from the beginning to get registrations in, we decided to take a different approach for CPhI North America. Credibility came with thought leadership, so in partnership with our PR agency, we created a number of **relevant and timely whitepapers for each one of our target audiences or in other words personas**. These were used in different formats and marketing channels:

- **Display banners:** we used digital tools heavily to gain exposure and attract new contacts. In order to attract people unfamiliar with the brand, or to reach out to people that aren't responsive to the brand name, we displayed "content banners". These non-branded "Download the report" banners offered non-disruptive and valuable content instead of "asking for money". This gated content helped us generate data which would then enter a "lead" funnel through which they would get event-specific follow up emails.
- **5-touch-points nurture campaign:** launching CPhI to a new market meant building a lot of new data. To avoid being flagged spammers, but instead bring value to our target audience,

we enrolled them in a program of a series of emails that featured these whitepapers and gradually introduced the brand and the event. This ensured new contacts were more responsive to our marketing.

- **Press:** we repurposed these whitepapers to turn them into articles and editorial pieces that our 26 media partners shared via print, website articles and newsletters. All published pieces linked to the full reports, which could be accessed via the lead generation form.

2 - Can we engage the audience pre-show?

Connecting exhibitors and visitors before the event to maximise time onsite

The 27 years of CPhI Worldwide taught us that attendees are mostly interested in networking and establishing business relationships during the event. Interestingly enough, visitors use the exhibition to meet with current contacts as much as for the search of new ones.

To help them find current contacts at the event, we wanted exhibitors and visitors to get a chance to interact with each other before the event:

- **Exhibitor co-marketing:** exhibiting companies were provided with several tools to promote their participation at the event:
 - **Personalized banners** on which exhibitors could add their booth number and add to their website or email signatures.
 - **Personalized landing pages** with extensive information about the event that they could share with their network for more information.
 - **Exhibitor Invites** allowed exhibitors to send branded email invitations to their prospects (the email template was pre-populated with event-specific information and left space for personalization, including logo and stand number): 247,066 emails were sent out to 100,081 unique email addresses; this allowed to reach 91,841 email addresses that were not in our databases.

All these tools were free of charge to use for exhibitors. But what about going one step further?

- **Retargeting banners:** we offered sponsored banners for a limited amount of exhibitors to purchase. These banners would retarget the pre-registered audience, and would either invite them to visit the exhibitor's booth, or to download their report, or to read their latest press release and find out what they will be presenting at the event. This gave exhibitors exposure pre-show to pre-registrants that weren't in their database.
- **Attendee social referral:** allowing exhibitors to invite their contacts was a great asset, but what about helping visitors invite their colleagues, or contacts around the world that they wanted to see at CPhI North America? Thanks to a tool called GleanIn, visitors could link their registration with their social media accounts and either publish an open message about their visit to CPhI North America, or send a private invite to a selected number of people in their network. An automated message was generated to facilitate the process (with dates, location, and registration link), but the message could also be personalized. More than 20% of registrants used the tool to send a message to their contacts and almost 400 registrations are directly attributable to GleanIn.

3 - What makes the difference onsite?

Delivering exceptional customer experience with technology, education, and onsite amenities

Associating digital planning with face to face meetings to facilitate the onsite networking experience:

- **BOND, the Matchmaking service** and networking area allowed exhibitors and attendees to pre-arrange meetings up to one month before the event. The digital platform available on desktop and mobile was prepopulated with registration information from both exhibitors and visitors. Based on mutual interest the platform would recommend business partners to contact. Confirmed meetings would be integrated in the user's calendar and the app would send a reminder 30 minutes before a meeting was due to take place, including its location (on exhibitor stands or in the onsite BOND lounge). The BOND matchmaking service had **12,608 active profiles** and **2,455 meetings** pre-arranged via the platform took place onsite. Attendee testimonial: *"The BOND meeting service was excellent for visitors to identify their prospective suppliers / buyers pre-show" ~ Tolling / Sourcing, Contract Manufacturer, India*
- Philadelphia is renowned for its street art and the CPhI North America **Welcome Reception** had to live up to the expectations. The networking event took place at the **Pennsylvania Academy of Fine Arts** located just across from the venue, on the evening of the first day of the event. Attendees were invited to stroll through the art galleries while enjoying the drinks, snacks, and conversation. Would you have thought of art as an ice breaker?! It turned out that the use of art and the space of a gallery made it easier for people who didn't know each other to start many new conversations! Attendee testimonial: *"Although much smaller than CPhI Worldwide, this was a great networking space with many knowledgeable folks from a variety of aspects of science and pharma technology" ~ Sales, Packaging & drug delivery, USA*

Continuing the **educational journey** started with the whitepapers, with different **knowledge-driven sessions** onsite:

- **Conference:** CPhI North America was set to be more than an exhibition. The show floor was completed with a **three-day conference program** to allow exhibitors and visitors to gain the latest knowledge and insights about their industry. **8 different tracks** dedicated to both events were developed and **high-level keynotes** were present at the Conference: *Magid Abou-Gharbia, Ronald T. Piervincenzi and Fred Klaessig.* Attendee testimonial: *"I liked the Connect Conference format. It was better than most similar conferences I am used to attending in the sense that there were good talks from big industry speakers" ~ Chemical Development, Pharmaceutical, USA*
- **Diversity-inclusive content:** the **Women in Leadership Forum** is a half day program starting with breakfast and finishing with a round table discussion, with three additional speakers between the two. The forum is a place for women to discuss the challenges and biases faced by women evolving in an industry dominated by men. This highly engaging and motivational morning was attended by 80 women from the industry looking to network but most importantly share their experiences with their peers. Attendee testimonial: *"Great panel & speakers. Taking time to talk about self & career is important & not always possible. I like hearing other women's stories"*
- **Show-floor education:** all exhibition visitors had **free access** to 18 Insight Briefings (in-depth seminars focused on technical and business topics) and 30 Exhibitor Showcases (exhibitors

presenting their latest products and technologies) taking place in dedicated theatres on the show floor. Free access to valuable content helped emphasize the “thought leader” value proposition marketed pre-show.

Facilitating the **show floor navigation** and improving **customer experience** with technology and creativity:

- **Supplier Finder:** little kiosks called “Supplier Finder” were located on the show floor allowing attendees to search for the products and solutions they were looking for. Thanks to the Supplier Finder’s integration with the CPhI Online platform (CPhI Online is a pharma products and solutions search engine which includes more than 680,000 products from more than 7,300 suppliers), attendees could identify exhibitors offering what they were looking for within seconds and find their booths in a fingertip.

Attendee testimonial: *“I thought it was very well organized and very easy to navigate using the tools provided (maps, app, searching stations). I enjoyed visiting all the exhibits at the event” ~ R&D, Contract Research Organisation, USA*

- A **Product Gallery** highlighted new exhibitor products and technologies, with interactive touch-screen displays allowing attendees to find out more. For visitors, this was the go-to place to discover the latest industry developments. Exhibitors displaying their product had the possibility to collect leads via a form on the displays.
- In line with the artsy welcome reception, the cultural scene of Philadelphia was brought to the show floor and in partnership with **Mural Arts Philadelphia** and the **Philadelphia Pharmacy**, CPhI North America attendees were invited to contribute to a new mural for the landmark pharmacy that has served the local community for more than 30 years. The Mural Art was not only a fun way for attendees to let their creativity come out, but also contributed to leaving a legacy after this first edition of the event.



Key numbers for this launch event:

- **100%** sold out show floor space leading into event with **630 exhibitors**
 - **75%** of total exhibitor sales revenue was **rebooked onsite** for 2018 event edition
- **7,437 attendees (61% conversion rate)** of the 11,851 pre-registrants
 - **70%** of attendees were from North America, and the event's global participation included representation from **98 countries**.
 - **48%** of attendees had never attended a CPhI event before
- **\$268,630 registration revenue** generated
- **Net promoter scores (NPS)** improved **212%** for InformEx attendees YOY, proving the collocation was well received amongst the core legacy audience

In addition to the exceptional figures above, this launch event is one of the greatest examples of cross-business collaboration to developing a value proposition that the North American market wanted to be a part of. The show has delivered a strong return and earned very positive survey results and we start 2018 with a very optimistic 3-year outlook, projecting sustained double-digit growth. CPhI North America has been the most challenging and at the same time most successful launch in UBM’s history.