

Google Creates Personal Connections and Achieves Great Results With HIMSS21 Global Conference Digital

Introduction

This case study of Google Inc. is based on a November 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- The top purchasing drivers for sponsoring a HIMSS event:
 - Generating qualified sales leads
 - Networking with key individuals and decision makers
 - Brand awareness
 - Thought Leadership
 - Industry Education
 - Introduction of new products to the market

Company Profile

Company:
Google Inc.

Company Size:
Global 500

Industry:
Professional Services

Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- HIMSS21 Global Conference Digital

Reasons they invested in a HIMSS event sponsorship:

- Quality of audience
- Speaking opportunities

Results

The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
 - Generation of qualified leads
 - Increased brand and/or product awareness
 - Personal connections with key individuals and decision makers