

Participation in Pre-Con Forums, Among Other Events, Creates Personal Connections with Key Individuals and Decision Makers

Introduction

This case study of a medium enterprise computer software company is based on an October 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

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

Use Case

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

- Patient Experience
- Pre-conference or specialty forum
- In-person Global Health Conference & Exhibition

Reasons they invested in a HIMSS event sponsorship:

- Networking opportunities

Results

The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
 - Personal connections with key individuals and decision makers

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Computer Software