

3M Realizes Increased Awareness with HIMSS21 Global Conference Digital

Introduction

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



“HIMSS is the leader in healthcare information and technology industry events. If you are not participating in one or more of their events per year, you are missing a big opportunity.”

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
 - Brand awareness
 - Thought Leadership

Company Profile

Company:
3M

Company Size:
Global 500

Industry:
Chemicals

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
- Quality of speakers
- Networking opportunities

Results

The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
 - Increased brand and/or product awareness