

Digital Events Generate Qualified Leads, Increase Awareness and Strengthen Loyalty with Key Buyers

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.



“The reasons we invest in HIMSS events include quality of audience, networking opportunities, speaking opportunities and return on investment.”

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
 - Thought Leadership

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
- HIMSS Webinar

Reasons they invested in a HIMSS event sponsorship:

- Quality of audience
- Networking opportunities
- Speaking opportunities
- Return on investment

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
 - Strengthened loyalty with key buyers

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