

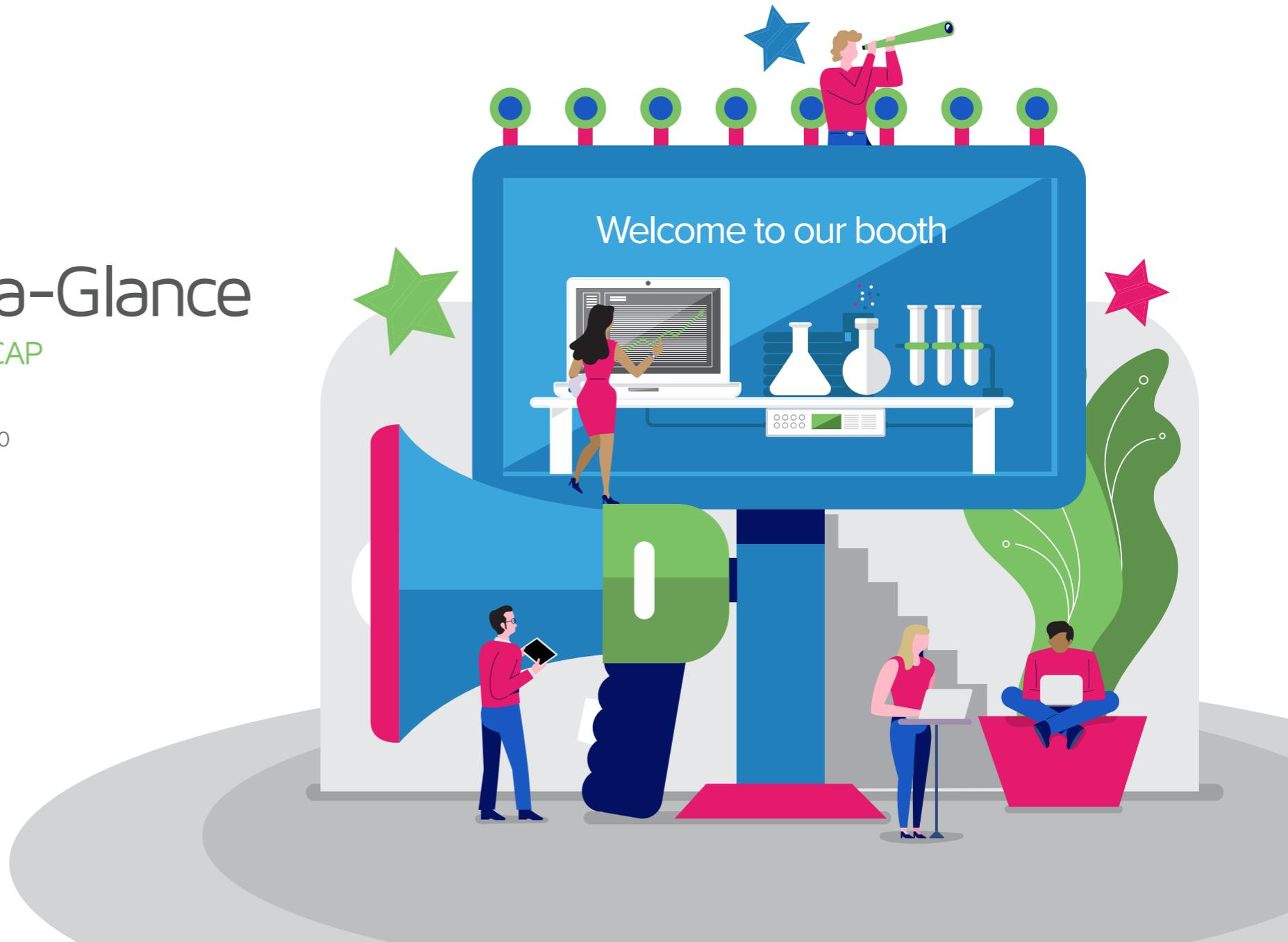
Conference At-a-Glance

2018 AAPS PHARMASCI 360 RECAP

An on-the-floor, ground-level recap of the new business development climate at PharmSci 360

inveniv

© 2018 Inveniv, LLC | All Rights Reserved



Purpose & Methodology

The primary purpose of this qualitative research was to conduct a quick “pulse-check” of attendees at the 2018 AAPS PharmSci 360 conference in Washington, D.C. from November 4-7.

Participants were selected at random and asked to complete a brief survey designed to gauge overall perceptions of the conference and share best practices in new business development at PharmSci 360. A total of 74 attendees participated in the research, representing a diverse mix of company types and organizational responsibilities.

The remainder of this document summarizes key findings and provides recommendations for attendees planning to attend the 2019 AAPS PharmSci conference as well as similar biopharma industry shows.

Note: This report was created by Inveniv, LLC, an independent brand consulting firm, and is based on research conducted exclusively by the Inveniv team. It is not affiliated with AAPS in any way.

Participant Roles & Ratings



Our quick take: attendees and sponsors seemed to be using this year to acclimate to the new PharmSci 360 show format. While the content of the conference was well-received, many sponsors seemed to have a lukewarm response to it in our informal research: More than 70% of those surveyed gave the show a rating of “neutral” or lower.

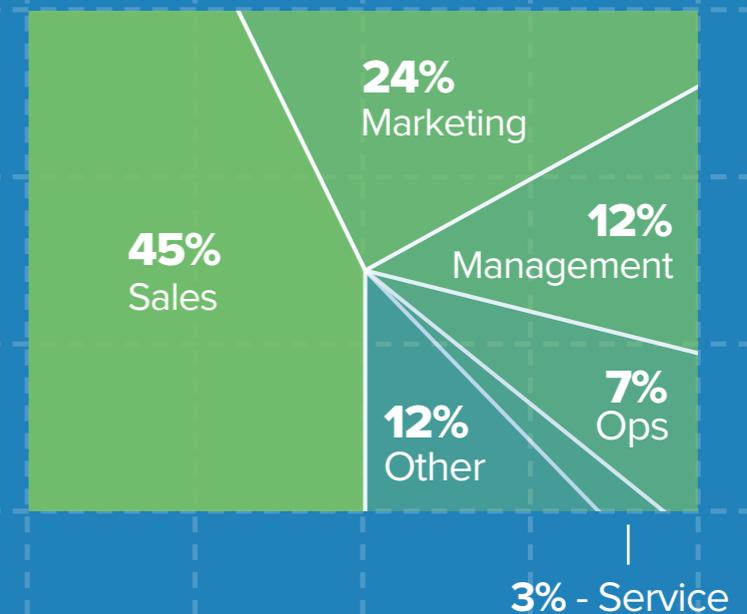
Show Rating

How would you rate this year’s show on a “1-to-5” point scale, where “5” is the highest rating?
(n = number in **bold**)



Disciplines Represented

What is your role?





Survey participants were largely on the same page regarding business development expectations for the conference. Yet while making key connections was a primary motivator, it seemed not even the most basic networking opportunities were being fully maximized.

FINDINGS SUMMARY

Business Development Objectives

Respondents cited the following as their primary business development objectives at AAPS 2018:



Identify and connect with both quality and qualified leads



Build brand awareness and engagement



Strengthen current client relationships (e.g., introduce existing clients to new technologies and services)



Expand partnerships with allied organizations



Research competitors and the overall competitive landscape



Monitor industry trends and developments

FINDINGS SUMMARY

Business Development Challenges

Respondents cited the following as their primary business development challenges at AAPS 2018:

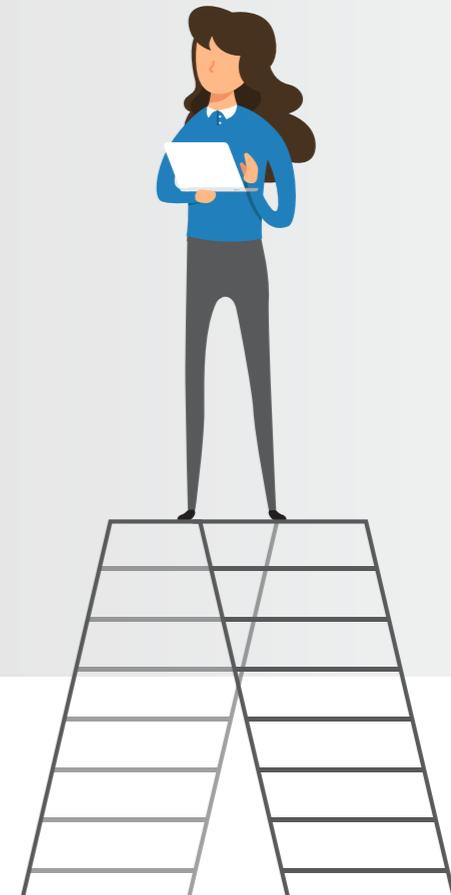
Conference attendance continues to decline

No dedicated time for the exhibit hall on the conference schedule

Fewer quality and/or qualified leads at the show

AAPS does not make attendees' email addresses available/accessible

The PharmSci 360 conference app was unsatisfactory



FINDINGS SUMMARY



Tips from Business Development Champs

Respondents cited the following as their most successful business-development activities at this year's conference:

Ensure face-to-face communications with customers and prospects

Schedule meetings with customers and prospects in advance

Distribute pre-conference invitations to visit booth via mail and email

Identify and implement ways to “stand out from the crowd” in the exhibit hall

Build thought leadership through scientific presentations and poster presentations

Plan and promote special events at booth that will distinguish you and attract visitors

FINDINGS SUMMARY

Expectations for 2020

Respondents cited the following as their primary expectations for the PharmSci 360 conference in 2020:

There will be an increased emphasis on biologics in both conference presentations and the exhibit floor

The conference will focus more on technology, equipment and manufacturing vs. services (with an allied shift in the focus of the presentations and workshops)

The conference will be a smaller event with corresponding decreases in the number of attendees, the number of sponsors and the size of the venue and exhibit space

The conference will continue to expand the use of more focused and highly targeted exhibit spaces versus an all-encompassing exhibit room





“One great deal right out of the gate . . . came from big pharma”

“Best show we attend . . . like the schedule and the target audience”

“AAPS always delivers — a well-organized show”

“Got a lot of new contacts and scheduled post-show appointments”

Sample
Attendee Quotes
About 2018
PharmSci 360

“Need more digital displays, more ‘Wow!’”

“Lots of tumbleweeds”

“Collected 80 leads per day at this show last year, but only half that this year”



“Do away with neighborhoods. Not enough foot traffic.”

Key Takeaways

You get what you give

This is the “GIGO Rule”: Garbage In, Garbage Out. In the rush of day-to-day work, it can be a struggle to put in the time needed to identify, plan and execute the pre-conference actions that set up your success at the show. But the alternative (i.e., just rolling the dice and hoping for a good outcome) is more often than not a surefire recipe for wasting your investment of time and money, especially at shows like PharmSci 360. Also consider “triangulating” (and rotating) a three-person team to work the conference: One to actively market your business and capture leads, one to network on the floor, and one to learn from other industry experts.

Old School meets New School

While many respondents recognized the value of digital communication tools such as email automation and content marketing platforms to help secure meetings with prospects, a majority agreed that it’s “not all about digital” (many respondents, in fact, were critical of the conference app as well as the digital poster technology). The impact of one-on-one interactions—be they phone calls or in-person visits at an exhibit booth or reception—cannot and should not be underestimated. Pre-scheduling meetings at the show should be the primary objective followed closely by developing creative tactics to attract visitors to your exhibit during the event.

Key Takeaways

CONTINUED

Work backwards from your goal

Many respondents suggested that because they had not invested the time or resources needed to identify specific, measurable goals for the conference, they were not able to describe exactly what would constitute “success” for them. Some expressed concern about setting specific goals (e.g., X number of booth visits, X number of meetings) that they might not be able to meet (which raised a question about whether they would be allowed to return next year). But there was a consensus that one must be able to measure success quantitatively as well as qualitatively to evaluate ROI and the effectiveness of one’s strategies.

Get your brand messaging right

A majority of respondents said that if you’re at a show to build brand awareness, then you must do something that is memorable (interestingly, only 13 of 74 research respondents could identify a key “takeaway” or “memorable moment” from the 2018 show). Effective and authentic brand messaging (essentially what you say about yourself and how you say it) is the first step in ensuring that you have a meaningful and memorable impact on prospects.

Small is the new Big

A majority of respondents said they expect the PharmSci 360 show, as well as other industry conferences, to become increasingly smaller and more targeted. Biologics and technologies were cited as likely niche areas on which future shows will focus. Implications for participants and, in particular, exhibitors will include the need to ensure brand messaging, content and conference activities resonate with the likely attendees at such events.

Key Takeaways

CONTINUED

It's still all about the leads, but not all leads are created equal

While staying current with industry trends and advances is an important benefit of conference participation, respondents uniformly agreed that capturing leads is the primary reason for attendance.

A majority noted that their primary challenges are to identify, qualify and capture quality leads in a purposeful and sustainable way. Some respondents mentioned the potential benefits of email and content marketing platforms to help tackle those challenges, but few had direct experience with such systems. Noting that it's difficult to know in advance what value a prospect may bring down the road, many respondents highlighted the importance asking directly what a prospect most wants to know: "Do you want more product/technology information or more science/research information?"



Questions to consider for your next bio/pharma conference

- 1 **Meeting Prep** • Have I maximized appointment opportunities in advance?
- 2 **Lead Capture** • Do I have my lead-capture and Marketing-to-Sales hand-off processes nailed down?
- 3 **Lead Follow-Up** • Am I prepared for prompt follow-up during (ideally, same-day) and after the show?
- 4 **Customer Journey** • Am I giving prospects a relevant, meaningful and memorable booth experience?
- 5 **Media Relations** • Have I considered what we can announce at the show and how we can foster relationships with media to help strengthen brand recognition and thought leadership?
- 6 **Audience Analysis** • Have I carefully considered how my products or solutions best fit with current bio/pharma industry trends (i.e., what makes them “buzzworthy”) and am I prepared to talk about them that way with the right prospects and thought leaders?
- 7 **Multi-Phase Promotion** • Have I articulated a strategy for seamless communication before, during and after the conference?
- 8 **Conference Resources** • Have I capitalized on all available resources provided by the conference organizers, including networking events, digital tools (like conference apps) and unique sponsorship opportunities?
- 9 **Goal Setting** • Have I identified metrics for determining if the show yielded value from a variety of key perspectives (including marketing, sales, customer support, etc.)?



Your voice matters. Thanks for sharing it.

A special thanks to study participants who spoke with us at this year's PharmSci 360 conference. We know your time is valuable, and we greatly appreciate your input and feedback. Your candid insights will help us all do a better job at capitalizing on the opportunities conferences such as this provide.

At Inveniv, we produce these types of reports from time-to-time to provide a pulse check on attendee satisfaction with conferences and to share the lessons we've learned with our colleagues across the industry. Our hope is that you find this report useful in planning for your next conference. If you have any feedback or other insights you would like to share, we would love to hear from you.

About Inveniv

Our mission is to design, build and strengthen brands to help you get where you need to be. We do this by working with inspired go-getters who like (no surprise here) to get things done. And get them done right. As an independently owned firm, we are not beholden to a far-off corporate office, just to our clients' and to our own (really high) expectations.

Our bios comprise a wide array of complementary disciplines; terms like “strategic communication,” “inbound marketing,” “technology development” and “customer experience design” abound throughout. But the bottom line is this: We understand the art and science of marketing. Needless to say, our next project won't be our first rodeo, but we'll approach it with the same passion and curiosity as we did our first.

Whether you're looking to advance a new brand or solution, capture a new revenue stream, or re-engage a suddenly disinterested market, we can help. We'll start by listening. And then together, we'll work hand-in-hand with you to create measurable and sustainable change.

INVENIV

aaron@inveniv.com (yep, goes straight to an actual person)

Main: 919.694.1642

HQ: Research Triangle Park Region, North Carolina

inveniv.com