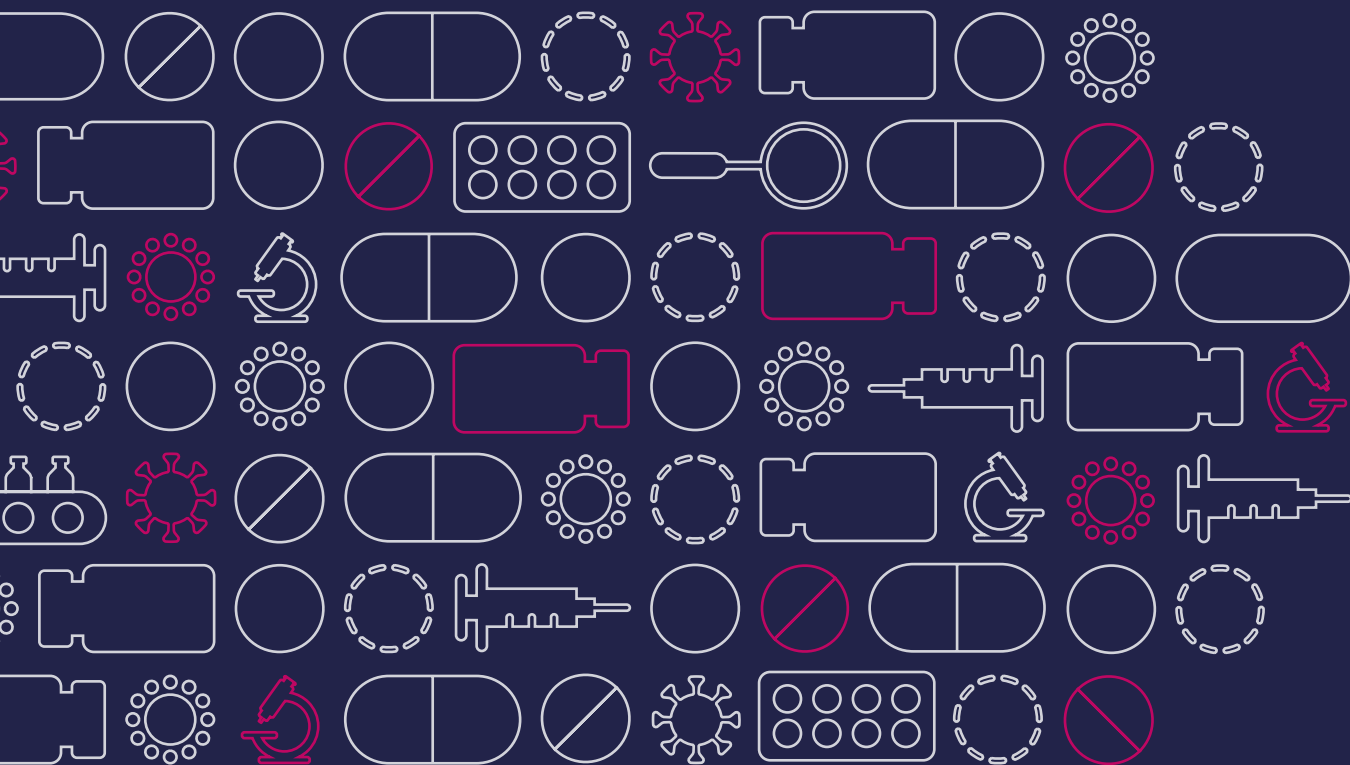
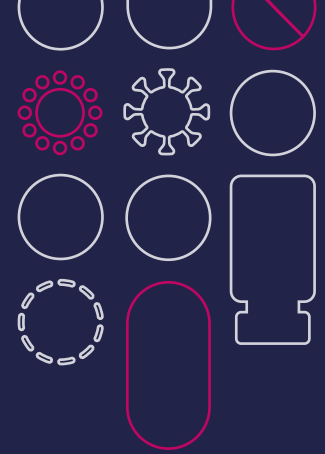


Events unveiled:

A step-by-step guide to mastering life science events



Contents



01. Introduction

02. Curating your events calendar

Here we cover the fundamentals of building your events calendar, from which team to send, to tips on making smart financial calls to maximize your budget

03. The all-important event lead-up

Next, we dive into the top marketing activities needed to ensure your team's diaries are full during the conference week, alongside answering whether events can be approached sustainably

04. The PR & media opportunities playbook

Our PR experts deliver a comprehensive guide to utilizing media opportunities at events - read this to discover how to secure the best interviews in town!

05. Maximising post-event success

The importance of post-event evaluation and tips for keeping valuable leads piping hot

Looking for personalized support for your next event campaign?

Contact our Commercial team today to see how we can help you get noticed and grow in life sciences.

inbound@ramarketingpr.com
ramarketingpr.com/contact

01. | Introduction

Life science events are often considered the bedrock of our industry; they provide a platform for professionals to connect, collaborate, and stay updated with the latest advancements in the sector. Events help you maintain relevancy as they provide an opportunity for your clients, prospects, and competitors to see what you're all about.

From small-scale networking sessions to exhibition events that attract a global audience, they offer an opportunity to foster creativity, celebrate achievements, and connect with the diversity of growing capabilities across the life sciences community.

However, attending events without a well-defined strategy can lead to missed opportunities and limited return on investment (ROI), which can have a lasting impact on your company's goals. To ensure maximum benefit, it is essential to carefully plan every aspect, from selecting the right events and sending the most suitable team members, to implementing effective pre-event preparation and post-event marketing activities.

In this comprehensive eBook, we will navigate the world of life science events, providing valuable insights on making the most of your time, money and resources.

The team at ramarketing has been attending and supporting clients at life science events for decades, so we are well-placed to guide you through how to maximize opportunities, generate meaningful leads, and develop insight-backed strategies.

You will discover:

- ✓ the importance of selecting the right events based on your organization's objectives
- ✓ how to prepare the perfect team to maximize networking opportunities
- ✓ effective ways to represent your brand through pre-event preparation
- ✓ how to establish clear objectives and conduct thorough research
- ✓ advice on creating a well-defined strategy
- ✓ ways to maximize ROI and achieve your objectives
- ✓ top tips on how to make a lasting impression on the event floor
- ✓ ideas about how to engage with key stakeholders effectively

Finally, our event experts shed light on the importance of post-event activities, focusing on lead nurturing and the criticality of maintaining relationships beyond the event itself before sharing actionable steps to capitalize on the connections made, nurture leads, and convert them into fruitful collaborations.

Whether you are a seasoned event attendee or a newcomer to the scene, this eBook will equip you with the knowledge and strategies to optimize your event experience and achieve exceptional results.

02. | Curating your events calendar

22

13

23

20

24

25

26

2.1 Planning your events strategy

When planning annual events attendance, it can seem a little overwhelming at times. From large-scale exhibitions like CPHI to partnering conferences such as BIO, specialist events (e.g. by therapeutic area, drug delivery route), investor or funding-focused agendas, local networking sessions and so many more! There are almost too many to choose from, all with different pros and cons.

We can't attend them all... so how do we shortlist?

A logical first step when trying to narrow down which events to attend is to understand the ideal outcomes to ensure those outputs align with your overall company or commercial objectives. In order to do this, connecting the marketing and sales/business development teams together is key. This means your teams will have a clear understanding of how sales initiatives can support overall objectives, as well as how marketing can support sales to ensure a successful event.

For example, you may stipulate that each of your senior scientists is to present at a technical conference to build brand awareness, using the time to take advantage of development opportunities to provide feedback on industry 'hot topics'. You may alternatively be focused on growing partnerships, so your mainstay throughout the year would be to attend partnering conferences, ensuring your team maximizes the number of pre-booked meetings secured.

ROI is the name of the game

A key driver is making sure that you see a return on the investment of your team attending the conference - from the direct costs of travel /accommodation, through to time spent pre-, peri-, and post-event to deliver success.

By building up a business case for the event, you can clearly outline KPIs for the individuals attending to deliver against and ensure maximum ROI. Building a well-thought-out business case will also help with internal buy-in from key stakeholders when it comes to budget approvals and processes.

Of course, the incidentals of conferences must not be underestimated either and it's important to remain switched on throughout the event. Conversations in the queue for that much-needed coffee can sometimes lead to the most fruitful partnerships and projects, in our experience. Having so many life science professionals in the same place is priceless and the smallest of conversations or accidental meetings can sometimes yield the biggest results...

When it comes to planning logistics, there are many ways to slice the pie!

In our experience, booking early makes the biggest difference. If you can secure accommodation close to the venue itself you can maximize the time spent there, and avoid significant additional travel costs getting to and from meeting locations.

Staying in a central location or somewhere closer to a transport hub is a complete personal preference, and can differ between events depending on the main objectives for your attendance.

Things to consider when choosing your team's base include:

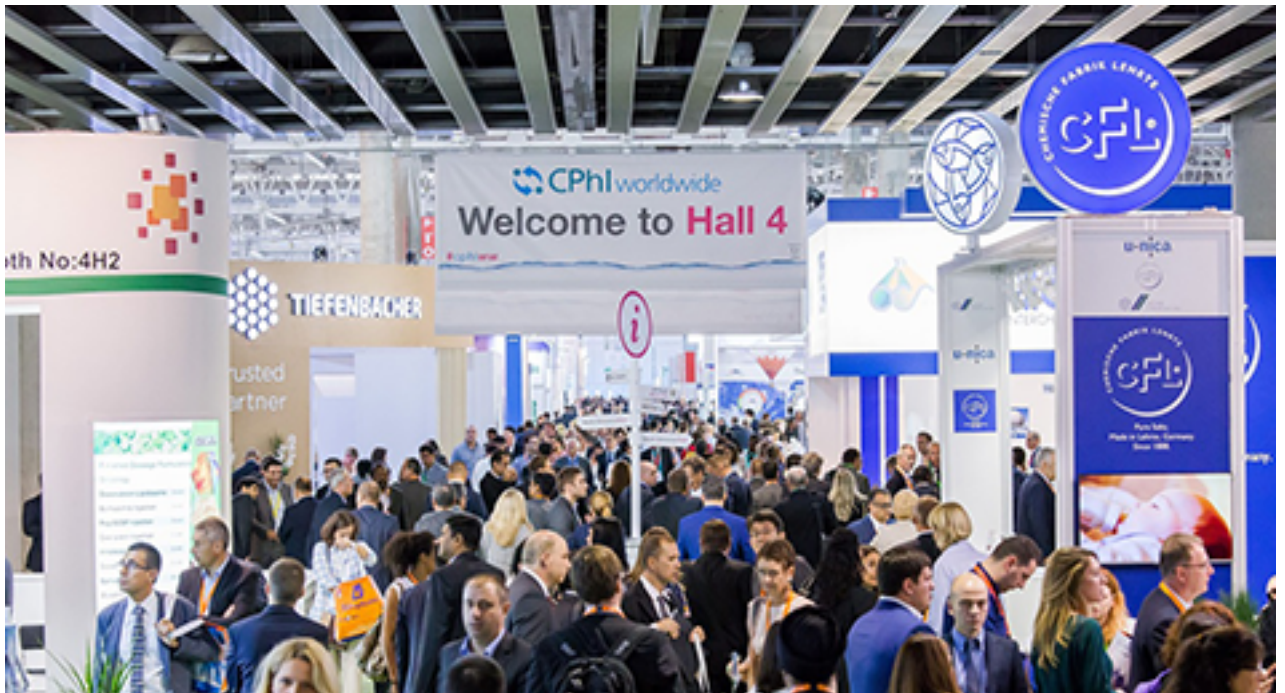
- any time needed for setting up if exhibiting at the conference
- travel times and time zone changes - you want your team fighting fit, so reducing jetlag fatigue is a must
- whether there are ways to tie in other company visits while at the event - connecting with local clients while in the country will make the most of your flight costs and be better for your company's carbon footprint
- networking, parties and post-event meeting attendance can often incur additional travel time and cost, so basing your team centrally will maximize their time on the ground and could provide additional networking opportunities if you're located in the same spot as other event delegates



When deciding whether to attend an event as a delegate or an exhibitor, there are some important factors to take into account and not all of them are purely budgetary, with team resource being a primary consideration.

If there is only one representative from your team attending, it may not be practical to exhibit as it is crucial for the stand to be covered during event hours for footfall management and lead capture through 'walk-up' conversations. If no one is there, you could be missing out on valuable opportunities.

Decisions on the right delegates to send are driven by matching up the type of event with the desired outcomes: generating leads, understanding industry trends, raising profile, and so on.



Source: Fira Barcelona

Some useful resource planning tips for event exhibition

- Pay attention to show services deadlines to avoid rate hikes for utilities and labor installations, rentals and shipping
- Detail booth components early to know where outlets and internet are required; take into consideration whether additional storage or refrigeration is needed
- Consider the cost of labor when designing your booth space; hanging signs and lighting often require rigging that can be costly
- Economize on design and print needs by using your events calendar to map out booth requirements and consolidate creative efforts accordingly; modular designs can be repurposed as they are flexible
- Take advantage of things like early bird incentives, pass discounts, group bookings, and partner offers when it comes to securing event passes

2.2 How to decide your events calendar

Deciding which events to attend can be challenging, but did you realise your own clients can help indicate where you should place your event budget?

An understanding of your market audience is critical when establishing strategies for lead generation, targeting, and outreach; spending time getting to know your customers and their behaviors is a great way to gain such insight.

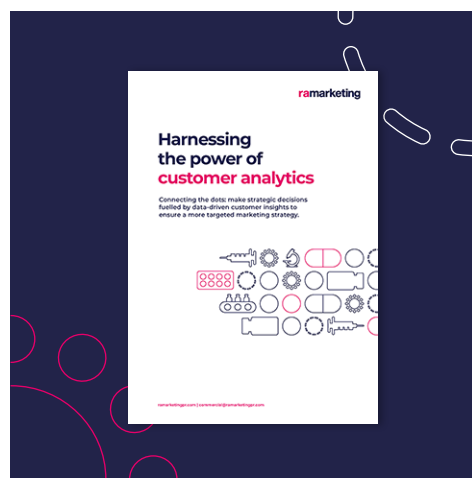
An important part of creating a marketing strategy is deciding where to allocate budget investment when it comes to conferences and events - something your current customers may be able to help you with.

At ramarketing, we have found that by evaluating our CDMO/CRO customers' audiences to identify trends and themes, we are able to fuel our strategic recommendations for event attendance with a data-driven mindset.

We recently explored this approach to analysis in our whitepaper, '*Harnessing the power of customer analytics*', where our team reviewed which sector events were attended by the customers of CDMO/CRO companies.

Through this work, we uncovered highly attended events that the companies hadn't considered attending in the past.

In one instance, a single event had 80% of their analyzed customers in attendance.



**Looking to utilize customer insight but unsure where to begin?
Speak with our Research & Strategy team to find out more.**

From an outsourcing organization's perspective, understanding the mindset and goals of your customers gives you the information needed to develop data-driven brand messaging that will be applicable to prospective customers as well.

Awareness of the motivations behind a prospect's attendance at a conference or event can help you send the appropriate level of representation depending on the type of event and who is expected to attend from the prospective company.

Combining an understanding of your customers, event-related intel, and your own BD strategy and goals, allows for a curated list of events to be created that ensures you maximize your potential for identifying leads in a cost-efficient manner.

Critical paramaters include:

Event related

- Event name date, location and description
- Geographical focus
- Event size
- Attendance cost
- Key themes covered at the event
- Rationale for attendance
- Disease area focus
- Technology focus
- % of attendees with purchasing responsibility
- % attendees who are C-suite executives

Attendee related:

- Attendee type
- Attendee persona

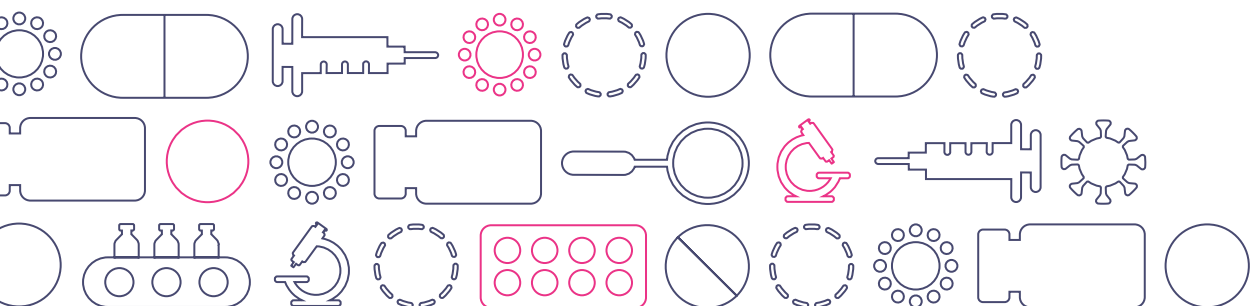
Organization (you) related:

- Attendee type
- Geographical focus
- Disease area focus
- Technology focus



A simplified example of a curated list:

Event name	Event info	Event size & geographical focus	Key themes covered at the event	Attendee persona	Rationale for your customers' attendance	Client recommendations	Price: value
Conference A	Taking place in Boston on the X of June, the event attracts biotech and pharma leaders	>2500 attendees, global focus	Funding Scientific / Technical updates Market Trends Partnerships	Virtual Biotech Small Biotech Mid-sized Pharma Big Pharma	Network with peers to connect with potential business prospects and collaborate, reach goals and overcome challenges	Event for networking and prospecting	Considerations for the ROI of attending this event; is pricing per attendee or per company, etc.
Conference B	Taking place in London on the X of September, the event attracts biotech and pharma leaders	>2500 attendees, global focus	Funding Scientific / Technical updates Market Trends Partnerships	Virtual Biotech Small Biotech Mid-sized Pharma Big Pharma	Learn and innovate with peers, take inspiration from visionary keynotes, and stay up to date with trending content from every aspect of the pharma industry / outsourcing space / supply chain	Event for networking and prospecting	Considerations for the ROI of attending this event; is pricing per attendee or per company, etc.
Conference C	Taking place in San Francisco on the X of Jan, this premier conference is one of the largest healthcare investment symposiums in the industry which connects global industry leaders and members of the investment community	500-2500 attendees, global focus	Funding Scientific / Technical updates Market Trends	Virtual Biotech Small Biotech Mid-sized Pharma	Fundraising to enable the next step of their journey	Event for relationship building and nurturing	Considerations for the ROI of attending this event; is pricing per attendee or per company, etc.
Conference D	Taking place in Vienna on the X of June, the event attracts European biopharmaceutical companies and the outsourcing pharma industry	<1000 attendees, regional focus	Partnerships	Small Biotech Mid-sized Pharma Big Pharma	Source products and services from pharma solution providers, helping forge new partnerships and take their business to the next level	Event for networking and prospecting	Considerations for the ROI of attending this event; is pricing per attendee or per company, etc.



2.3 Sending the right team

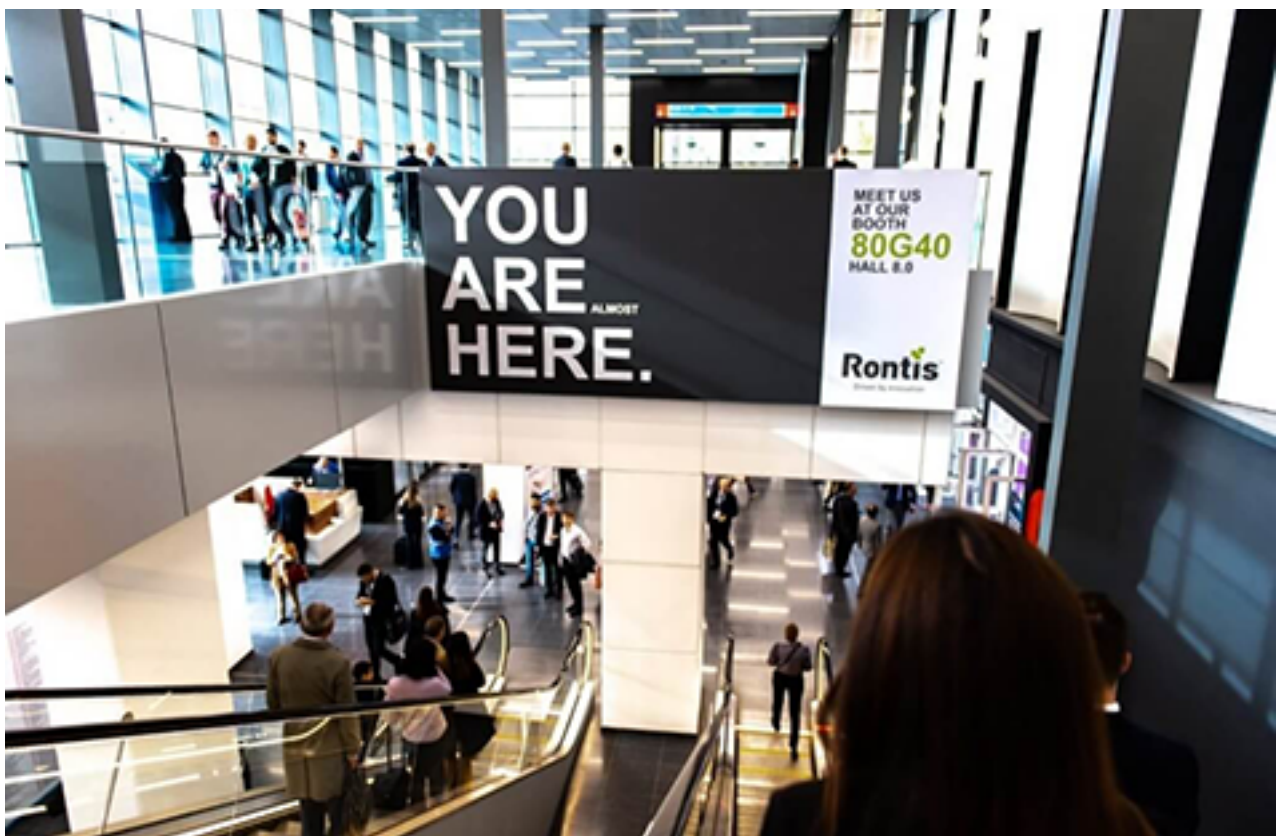
Events are busy places, and it is sometimes easy to forget your purpose. For that reason, it is vital each team member attending an event is clear on their distinct goals and responsibilities, as well as the overall company objectives.

These can vary greatly from commercial focuses to technical targets, but by making these deliverables clear upfront, teams are able to stay laser-focused on the core objectives and how their duties play into the end goal. Combined, this supports the success of the organization's participation and ultimately delivers higher ROI.

Let's explore the roles of some key team members who typically attend core events, along with some examples of KPIs they can use to track ROI.



Top tip: Save money on team costs by booking passes early for the event. Passes are often sold in a tiered system, getting more expensive as the event gets closer, so planning your team's attendance ahead of time will save funds that can be put to better use elsewhere...



C-Suite

The C-suite members of your team, including executives and senior leaders, play a crucial role in providing strategic direction and representing the organization's vision. Their time will be very much in demand, so it is important to manage this, leaving space for networking as well as important scheduled meetings.

Their responsibilities at an event may include:

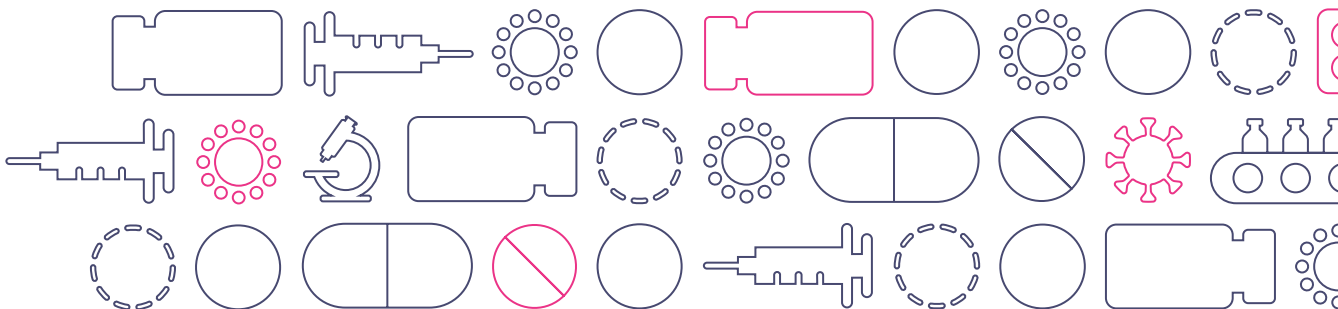
- **Networking:** Engaging with key industry stakeholders, potential partners, and investors to foster relationships and explore collaboration opportunities
- **Thought Leadership:** Participating in media interviews, delivering keynote speeches, partaking in panel discussions, or moderating sessions to position the organization as an industry leader
- **Branding and Reputation:** Ensuring consistent brand messaging, reinforcing the organization's reputation and key company values
- **Deal Making:** Attending key scheduled meetings to get important alliances and agreements signed off in-person, or to continue building key stakeholder and client relationships

KPI examples could be:

- Number of high-value partnerships initiated, established or grown
- Number of media mentions or interviews featuring the C-suite team member
- Number of publication interviews featuring the C-suite team member
- Increase in brand recognition and reputation scores

You may wonder how you can measure reputation or brand recognition, but there are ways to do so. ramarketing has conducted surveys and employed sentiment-tracking software to give a seemingly vague metric a numerical value.

Speak to ramarketing's expert team to learn more about how to implement measurements and tracking into your events strategy.



Marketing team

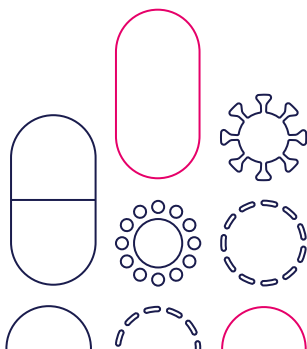
The marketing team's primary responsibility when supporting events is to create brand awareness, generate leads, and support the overall commercial strategy. It is important to note your marketing team may not always be there on the ground during the event, so might be offering support through the event build-up and remotely during event week.

Their goals may include:

- **Booth/Stand Preparation:** Coordinating the design and production of the organization's booth/stand, ensuring it attracts attention and engages visitors - including additional logistics like ordering show services (electric, internet, carpet), show labor, rental furnishings etc.
- **Collateral and Promotional Material:** Creating compelling brochures, handouts, and other materials that communicate the organization's unique value proposition and services effectively. At the event, ensuring stocks are replenished and available for colleagues
- **Event Promotion and Content Capture:** Utilizing all available marketing channels to promote the event, drive pre-booked meetings, and increase the organization's visibility. If at the event, capturing content for organic social posts and communications
- **Booth/Stand Management:** On-site stand management support to ensure seamless organization and running; scheduled meetings, booking additional meetings, a central store of all contacts/leads, coordination of on-stand events etc.
- **Lead Generation:** Organizing interactive activities or booth demonstrations to attract additional footfall and secure interest - to ensure that all potential leads are captured effectively
- **Client Events:** Leading the curation and execution of client dinners/drinks receptions across the duration of the event to maximize interest from new clients and strengthen relationships with existing contacts
- **Post-event Follow-up:** Liaison with BD/Sales team to follow-up leads and support with retargeting campaigns

KPI examples for the marketing team:

- Number of scheduled meetings secured
- Number of qualified leads generated during the event
- % of conversion/follow-ups from event conversations
- % increase in social media engagement and event-related conversations
- % increase in website traffic and conversions attributed to the event promotion



Tracking ROI at life science events requires a combination of qualitative and quantitative metrics. By aligning KPIs with the responsibilities and goals of each team, organizations can measure the success of their event participation and make informed decisions for future events.

Need help devising a strategic event attendance approach?
Talk to the ramarketing team about how we can help.

Helping your team stand out from the crowd

Arming your team with eye-catching collateral is a great way to help them get noticed in the throng of the crowds.

This merchandise could include:

- Business cards
- Lanyards and/or name badges
- Branded notebooks and pens
- Information handouts
- Sales brochures and marketing collateral

All marketing collateral needs to be factored into your event costs, but can be adapted depending on the size and importance of the event your team is attending. If you plan ahead, you can produce enough materials to get you through the whole event season.





03. | The all-important event lead-up

3.1 Crafting your online presence

In today's digital age, effective marketing strategies are crucial for the success of life science events. Pre- and peri-event promotion techniques play a vital role in raising awareness, engaging with the target audience, and generating leads.

There is a wide range of digital options when it comes to events campaigns including:

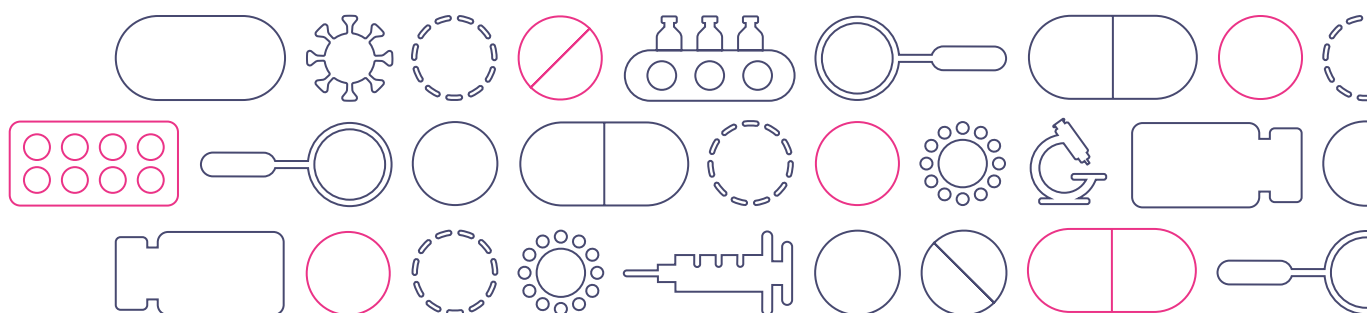
- Email marketing
- Paid social media and PPC advertising
- Lead generation forms
- QR codes
- Display radius ads
- Media buy strategies
- Out-of-home-advertising

By implementing digital strategies, you are able to maximize reach, enhance brand awareness, and ensure a successful event that delivers ROI on your pre-set-out goals.

Email marketing

A powerful tool in your pre-event communications is email marketing. By directly reaching out to a list of contacts gathered through BD/sales research, event attendee lists, and propriety prospect data, email marketing can effectively raise awareness of your organization's presence and secure high-value meetings for your attending team.

Emails can feature relevant company updates and valuable content to engage potential attendees, but the overall rule of thumb is to be concise with your messaging. Your prospects are often time-poor so conveying the value a meeting with you would bring to their business in as few sentences as possible is a fine art, as is crafting your follow-up via nurture campaigns.



Paid campaigns

Deploying a paid social media campaign in the lead-up to the event can be trickier than it first appears. Due to the noise surrounding an event and the varying niche targeting available per platform, crafting a campaign that stands out and delivers leads can be a challenge.

Although general brand awareness posts can be useful, consider generating pre-event content such as:

- Headshots of the attending team members and their expertise
- Insights into the topics your SMEs will be speaking on at panels
- Your take on the trends you expect to see at the event

These types of posts will typically drive more interest and also provide repurposable content after the event has ended.

Profile raising

Another way of generating interest and positioning your company as an industry leader is to develop event-related content. Benefit from the high volumes of search traffic related to event keywords by conducting thorough keyword research; this will enable you to tailor your content to what people are searching for, which will lead to high-ranking search engine results for your site.

An important tip here is to publish this content on your website instead of using platforms such as LinkedIn articles, as it allows the page to be crawled by Google, boosting your online presence and improving your positioning.

Lead generation

A useful tip for on-the-day lead capture is preparing lead generation forms; they allow your teams to easily capture valuable information about the people they connect with and build a comprehensive database of post-event contacts to target. These forms can be built into your website and sit on a landing page, or you can utilize third-party form software such as JotForm - both options allow for easy data collection and organization, streamlining the lead generation process.



***Top tip:* Don't forget to upload this data to a CRM (Customer Relationship Management) system to build a rich goldmine of contacts to prospect and nurture long-term...**

3.2 Standing out in the event hall..

Can it be done sustainably?

What people see from the outside of your booth is as important as what is seen inside. In halls upon halls brands compete for visitors' attention, so it's vital to think about how to make a lasting impact that sees qualified leads coming to your door.

Some important considerations include:

- ***Who occupies the stand next to you?***

You are likely to be placed near your competitors; knowledge of your neighbors' messaging and sales points can help you capitalize on your differentiators, drawing attention to your brand next door.

- ***Where is your largest competitor?***

It's possible they have a more strategic location that you can make note of when planning your next event space. Evaluating their traffic and in-booth buzz may also alert you to improvements that can be made to attract their customers.

- ***Where is your stand relative to the hall entrance?***

Being in high-traffic walkways or central points by meeting areas or cafes is an excellent way to garner passing interest.

Checking out the layout on the event organizer's website ahead of time will give you an idea of which halls could be a good match for your goals. Booth allocations are on a first-come-first-serve basis and each plot's hall location is indicative of whether it is accompanied by an expensive price tag. Unfortunately, the nature of events means that not everyone will get the front-row seat, whether that be through a lack of organization or a smaller budget. You can imagine prime real estate is in high demand and top locations will be booked years in advance, with spots often being reserved for the incumbent occupier.

If your booth is smaller or less visible, you may find it could play in your favor; utilize clever marketing messaging or booth design to maximize your square footage. You could find yourself placed directly next to a bigger, louder brand, meaning plans should be implemented to incorporate attention-grabbing hanging or digital signage so you can still raise your profile.

A consideration few people make is to design a booth or event content that matches the event themes. These themes are determined by the show sponsor and can cover a variety of topics. Using the theme in your booth activities, giveaways or messaging could be a clever way to harmonize with the event organizer's collateral, which could open the door for high-value sponsorship and content opportunities.

Can events be sustainable?

Sustainability is a crucial aspect of life science events; over recent years the drive to reduce waste and minimize carbon emissions has been evident.

Trade show venues, and the trade show industry at large, typically focus on the following key areas when it comes to minimizing carbon emissions:

- Participant and logistics transportation
- Venue energy sources and waste management
- Food and depot waste
- Booth materials

Trash receptacles are intentionally scarce in the show hall, encouraging exhibitors and attendees to be mindful of their waste generation. Because of this, choose giveaway and promotional materials wisely, so as to not contribute to unnecessary waste.

A trending attraction over recent event years is an in-booth barista; this can be made more environmentally conscious by using ceramic cups which is also a smart way to keep coffee drinkers at the stand longer, as opposed to a to-go paper cup.

Utilizing digital marketing

With technology more accessible than ever, using non-traditional means of event merchandise and informational handouts is sustainable as well as innovative. Brochures and catalogs accessible via QR codes, interactive videos, and digital games are all great options to connect with your prospects in a meaningful, less wasteful way. Digital signage is also preferred over large format print graphics, as it can be easily updated, saving on toxic ink and disposable paper. Show services typically offer a variety of digital screens as rentals - in some cases, the cost to rent locally is lower than shipping, minimizing the carbon footprint.



Planning your booth and merchandise

Booth design has come a long way in recent years, with modular booths being the primary method of construction. They benefit from being lightweight, which makes transport and installation not only easier but more carbon efficient. Their versatility also means they are reusable across the events calendar, as their modular design can be reconfigured to suit the available space. Additionally, it is recommended to include a recycling bin within the booth or as part of the booth design, encouraging recycling practices amongst your visitors and promoting a conscientious image.

When designing your booth, differentiating from the competition is crucial. Experts have determined you have around 3 seconds to grab someone's attention (based on someone walking past an 8-foot booth). If you're an event regular, be mindful about refreshing your visuals year-on-year; much like the first day of school, your peers want to know what is different this season and are keen to see how your organization has evolved. This doesn't mean, however, rebranding every year. Repackaging your existing USPs and messaging in a way that is different but still reinforces the company vision and the value you can add for your clients is a smart way to maintain your competitive edge.

A popular addition to booth design in recent years is using meeting rooms for creative brand showcases. Although, of course, popular for privacy during confidential conversations, repurposing the space for exclusive invitations to large screen presentations and private demos is a great way to make the most of the booth investment.

When it comes to merchandise, a conscious effort towards sustainability is key - single-use plastics or plastic water bottles are not advised as they contribute to high volumes of waste production.

Account Manager [Janie Solomon](#), who has a background in events, has a key tip:

"Less is more: a raffle for one to three desirable items will generate more booth traffic and excitement than a branded retractable pen that will get lost, run out of ink, and eventually get tossed in the trash."

ramarketing has helped a variety of brands from global CDMOs to emerging biotechs boost brand awareness and generate qualified leads through event exhibitions.

Get in touch with our team to see how we can bring your booth dreams to life.

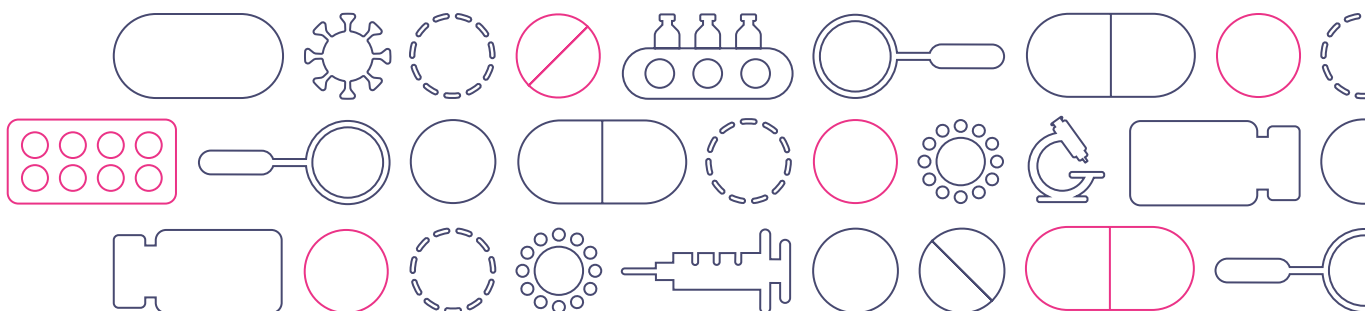
3.3 Event sponsorships and client get-togethers

It can sometimes be a real benefit to plan a company-specific event during the course of an event or conference.

For example, you could plan an exclusive dinner or drinks networking reception on one of the evenings. Sending out invitations to current clients to build relationships, new leads to provide opportunities for continued partnership discussions, or new business prospects can provide not only your clients with opportunities to liaise with your company and team but also offers an added value opportunity to interact with other potential customers and partners. The event also gives your company the opportunity to launch or tease new products and services that your clients can benefit from, giving them an exclusive look.

Top tips:

- Plan it during the first or second evening so people are still filled with energy and excitement, before getting too jaded by long conference days!
- Try to find out if other companies are also holding events on the same day and arrange your timings with minimal clashes if possible
- If you are hosting a get-together, it could be on your stand during conference opening hours or after the conference closes at a local venue. Make sure your start time gives people enough of a gap to get from the conference center to your evening venue
- Choose an impressive venue if you can, one that showcases the city you are in. Giving people an opportunity to experience the local cuisine and culture is often a big driver for attendees when they are deciding which evening invitations to accept
- Think ahead to account for any sensitivities with regard to the guest list; there could be competitor companies that need to be split into separate events, or challenging personalities to manage



Outside company-driven activities, there are a multitude of opportunities for sponsorship at events. Taking advantage of sponsoring a trade show provides incredible opportunities to market your brand, reach new customers, improve public perception, and increase sales. Depending on the event, these items can range from a simple sponsorship, with your company's logo visible around the show, to bigger opportunities such as sponsoring elevators, airport signage, street flags, and much more. Many events work on gold, silver, and bronze level package options, but an event like CPHI Worldwide, for example, will have a host of opportunities at different price points to explore.

Ultimately, your available budget will often dictate the visibility and exposure that you gain through these types of activities, but in these situations, every little helps to improve consideration of your brand in the market.

There are so many advantages of sponsorship, including:

- Increased ROI with added brand exposure through the event itself, event advertising, and media coverage
- A competitive edge with enhanced name recognition, expanding audience reach while fostering trust and credibility
- Event speaking engagements to boost brand equity
- Access to an event leads database
- Valuable alliances with fellow sponsors
- External promotional opportunities via social media to drive traffic



So now you know more about all the elements involved in crafting a successful event campaign, what's next?

Increasing brand awareness and raising your key thought leaders' profiles is an important part of an event, but knowing where to start can be challenging.

Part 4 of this eBook covers PR and media opportunities, with insight and expertise from not only the remarketing team but key trade media publications.

We have fostered close relationships with many of the key players in life sciences PR and media over years of supporting our clients and attending sector events. This section shares some of our learnings and provides key recommendations to help your organization use events PR to raise profile.

04. | The PR & media opportunities playbook



4.1 Utilizing PR & media opportunities at events

Opportunities to raise your profile at events through media and PR opportunities is a great way to elevate your brand presence and be seen alongside key industry players.

We regularly support our clients at some of the industry's leading trade shows, including BIO, CPHI and DCAT. At CPHI 2022, ramarketing's PR team worked with our clients to:

- Secure 54 interviews with the media. Publications our clients were interviewed by included Contract Pharma, EndPoints News and BioProcess International
- Draft and distribute 23 press releases announcing our clients' news either pre- or during the event
- Generate over 170 pieces of coverage on behalf of our clients pre-, during and post-event

One or more trade publications are likely to be the key event sponsor, with others also having a presence. They may also be exhibiting themselves, hosting a live roundtable, attending to keep up-to-date with the latest industry news, or interviewing vendors for event roundup content, giving you lots of opportunities to profile your people and products, elevate announcements, raise awareness about capabilities, or launch something new.

How to engage with the media at events

There are lots of ways for vendors and their key spokespeople to engage with the media at events:

- Gain coverage in pre-show news reports
- Promote event attendance and your latest news in the media sponsor's 'show daily' magazine
- Engage in speaking opportunities via face-to-face interviews or video recordings
- Take part in a media-run event e.g. a podcast recorded at the event or a roundtable discussion hosted by one of the event's media sponsors

Sharing your organization's compelling stories by engaging with the media is a must for expanding your brand awareness, and it is important to plan for this in advance.



Top tip: Media opportunities at events are booked quickly, so planning your opportunities at least three to four months in advance is preferable.

Strategy, stories, and spokespeople

Media strategy

A key question to ask yourself is why you want to speak to the media, as well as defining what your strategy should be and aligning some goals. The first, and most important step, is to define what you want from a media interview:

1. Do you want to share an important news update with the industry?
2. Is it an opportunity to share views and build your thought leadership status on a trending industry topic?
3. Is it a chance to build media relationships to support future opportunities?

Whatever your driver, the key to securing a media opportunity is to have something insightful to share with them.

It is also important to be aware that while most media attending events will conduct interviews free of charge, some outlets may offer an array of paid opportunities to engage with the publication such as podcasts, roundtables, or video interviews.

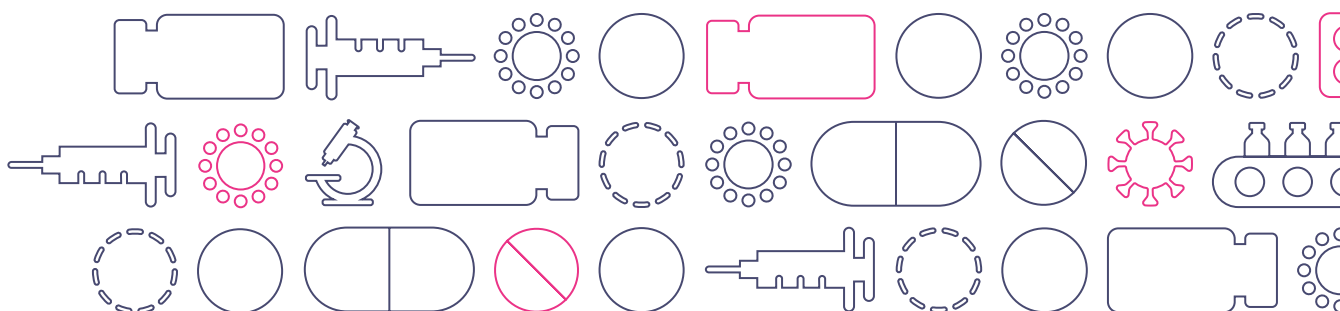
If you are keen for your brand and spokespeople to be seen in specific publications and a media interview with them isn't possible, consider investing in paid opportunities as there are options to suit a variety of budgets.

Knowing your target audience is another key element to consider when choosing media opportunities. Quality over quantity is the best approach here and it is important to research the media's audience base to see if it aligns with yours.

Stories

Events can be great locations to make a key business announcement; from significant investment, M&A activity, or the opening of a new facility - you have a captive audience of industry professionals and it's your job to make them pay attention.

However, you don't need to have a 'news' story to secure an interview. Journalists are keen to hear from spokespeople on hot industry topics, as well as insights on trends seen at the event. Prepare your spokesperson with a topic plan ahead of time and ensure they are comfortable with being in front of the camera.



Spokespeople

In the midst of an events season, you may have multiple company spokespeople attending a range of trade shows and events, so it is important your best spokespeople are attending the right events for their specialism.

Your best spokespeople will typically be those who know the business inside and out: your C-suite team, or subject matter experts (SMEs) who can talk in-depth with the media about key industry topics.

Most importantly, a great spokesperson will:

- Feel confident to speak to the media
- Listen carefully to the journalist's questions, responding openly and honestly
- Speak passionately about the business and their areas of expertise
- Weave the organization's key messages into the interview where appropriate

Another way for your spokespeople to raise their profile and showcase their expertise is through speaking opportunities. Event organizers will often be looking for spokespeople to present on relevant industry topics. Submitting for an event speaking slot involves outlining your intention, and providing details on your potential speaker and their proposed topic. The event organizer will usually issue a call for speakers at least six months in advance of the show.

Arranging an interview

So the research is done and you know which media are attending the event. Your team is clear on the strategy, your story, and who your spokesperson will be. Now is the time for outreaching your target media to secure speaking opportunities for your spokesperson...



4.2 How to approach media opportunities

Speaking to the media can be a daunting process. Many spokespeople worry about being misquoted or struggling to communicate their key messages. The good news is that the majority of journalists attending trade shows are not there to hunt out an exclusive or to extract industry gossip from you.

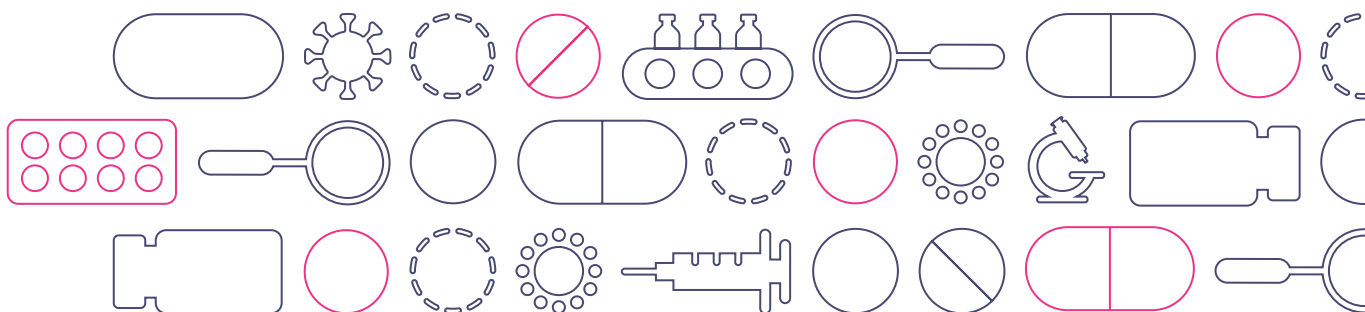
Journalists want to hear the latest news from organizations across the sector and gather post-event roundups that cover the breadth of the industry's activities.

Media interviews could also come in the form of a podcast or video interview. While potentially more in-depth and time-consuming than a typical sit-down Q&A, there is definite value in these types of opportunities:

- **Podcasts** offer the opportunity to demonstrate thought leadership and elaborate on your key topics in an engaging format with the potential to reach wider audiences
- **Video interviews** help portray the personality of the brand, and can also be useful content for sharing on your company's social media channels

From experience, we find sharing video content or podcast soundbites on LinkedIn garners higher engagement than simply sharing a piece of online coverage. This rich content is also a treasure trove of repurposable content for further blogs, social graphics and carousel content for your social strategy.

Being prepared is the key to a successful interview with the media. Do your research into the journalist and the publication, as well as the types of topics they are interested in as this can help inform what you discuss.



Here are our five top tips for how to approach a media interview at an event:

1. Spokesperson ready?

An interview with the media at an event may take place face-to-face as a standard Q&A, with the journalist taking notes ready to report on the interview post-event. Increasingly, however, our team has noticed journalists seeking more video content for their websites, so they might come to the interview with a camera in tow! Of course, the journalist will let you know in advance what format the interview is likely to take.

If it's a video interview, it's vital your spokesperson is comfortable in front of a camera. Speaking to camera is a challenge for some so consider which spokesperson is right for which opportunity.

2. Where should the interview take place?

Some trade shows are incredibly busy with lots of background noise so it can be difficult to find a quiet spot. Ideally, the space would be away from the hustle and bustle of the event to avoid distractions.

Speak to the journalist in advance to agree on a location, and you can also reach out to the show organizers to see if they have any dedicated media locations for attendees. There is another option if you have a stand to conduct the interview there; in this location, it is key to organize the interview at the start or end of the day when the volume is typically quieter.

It is important to note that all events are different, with varying interview location options. For example, at CPHI events, media interviews usually take place on client stands. This could be on the stand itself or in a dedicated meeting room on the stand; if you have the budget and know you will need the space, including a meeting space within your booth plans is a smart move.

There are other events, however, such as DCAT, where the conference takes place in multiple hotels across the city, and interviews will typically take place in the exhibitor's hotel suite.

3. Plan what you want to say

As topics will be agreed upon ahead of time so both parties can prepare, there is also an option to request questions in advance. For those developing their confidence when being interviewed, this can help as answers can be rehearsed and run by the wider team. This isn't always possible, however, so be prepared to talk about the topics you pitched to the media when setting up the interview.

Agree as a team on the two key messages you want to convey during the media interview. What is it that you want the journalist to go away knowing about your organization? Use this as the focus of your answers and the goal is to weave them into the interview as naturally as possible.

4. What to expect on the day

Pre-interview

Make sure you are well-prepared and you know where/when the interview is due to take place.

The interview

Journalists are busy people at events, and they will do their best to ensure they run to the agreed schedule. However, if they are running late from a previous interview, or it takes longer than anticipated to get from one location to another, your agreed start time may be delayed.

Most journalists will stick to the agreed line of questioning, however, it isn't uncommon for them to throw a curve ball into the conversation. If this happens, you are within your rights to decline to answer and continue with the approved topics.

Post-interview

Most media interviews will result in media coverage after the event, however, this isn't always the case. There are no guarantees that the media will use the output from your interview. This could be because they have too many interviews to cover, they didn't think the points discussed were of value to their readers, or their submitted copy got pushed at the last minute and replaced with something else. If this does happen, your interview was not a waste of time – your organization will now be on the journalist's radar, and they may well want to speak to you again in the future.

Some publications will provide a proof of interview copy for you to approve prior to publication. However, not all will, so it's always best to ensure that your spokespeople are well-trained in what they can and can't say during a media interview.

5. Media training

If your spokespeople are apprehensive about speaking with the media or interviews in front of a camera, or simply want to brush up on their interview skills, investing in media training will help give your spokespeople the confidence to speak to the media effectively.

Training is likely to include top tips for successfully leading a media interview and delivering key messages. It will also teach spokespeople how to navigate tricky questions or journalists that deviate from their agreed line of questioning.

Media training can be tailored to suit the needs of the organization and some training providers will also offer sessions with live video interview practice included.

We asked three of our key media contacts their opinions on what they look for in media interviews:

“Don’t approach the interview too prepared. View it as a chat with the direction being led by the journalist. You are an expert in your role and within the industry, so don’t waste everyone’s time sticking to a script as this is not a marketing exercise but an actual opportunity for you to contribute impartially and expertly to the wider conversation.”

– Dan Stanton, Editor, BioProcess International

“I greatly prefer when interviewees avoid canned responses and demonstrate passion about what they’re speaking about. I also think it’s compelling when examples and anecdotes are provided, as they help build authenticity in the minds of our audience and relate to what is being said in the real world.

I want information that I can’t get from a press release or a company website. My goal is to deliver unique, engaging content to our audience.”

– Grant Playter, Former Associate Editor, Pharmaceutical Technology

“I think the secret to a good interview is to make the flow of conversation as natural as possible. Not only does this put the interviewee at ease and allow for more nuanced discussions, but it also makes the interview more engaging. Whether the interview is written or recorded, it’s easy to tell when the interview has been rehearsed with pre-approved questions and answers. A good conversational flow humanizes the interview – at the end of the day, an interview is a person asking questions and another answering.

When interviewing industry spokespeople at events, I always hope to generate enthusiasm between me and the person I’m interviewing on the topic at hand. Trade shows and conferences can be long, with exhibitors running from one client to the next. The last thing some of these spokespeople want to do is talk more than they need to, especially to a publication that might not bring much value. However, if I can truly listen to what our exhibitors have to say, I can connect with those I interview on a different level, and the energy of the interview can really make or break the insight that can come out of it.”

– Vivian Xie, editor of CPHI Online

Our clients benefit from a PR team with decades of experience working with journalists and the life sciences media.

Having an agency with specialist knowledge of this niche sector is key to a successful thought leadership or profile-raising campaign. Speak to our PR team about your growth goals for the next 12 months and see how ramarketing’s PR and media solutions can support you.

4.3 Using events for networking

Events offer the perfect opportunity to network and it's important to have a strategy in mind before you attend. Making the most of so many life sciences professionals being in the same place at the same time is a must-take opportunity - it certainly beats planning tens of separate business meetings instead!

Always make time for networking in your own schedule, and use every opportunity available (formal or informal) to chat with your industry peers. Whether it be in the coffee queue, while seated waiting for a presentation to start, or at an organized function, sometimes a networking 'meeting' can deliver some of the best results.

Exhibitors and delegates will have their own agendas and are likely to have a jam-packed itinerary during the opening hours of any show. It's therefore important that time for networking is carved where possible to try to reach those you might struggle to get face time with otherwise.

Whatever the event, alongside chances for informal networking, there's always an array of diarized opportunities that could include:

- an awards event
- formal dinners
- informal exhibitor drinks events
- networking at stands
- after-presentation sessions
- evening events around the city organized by attending companies

Ultimately, the key to successful networking is to do your research in advance of the event – find out what's going on when, and use your existing contacts to get invitations to private functions.

When you have your shortlist, prioritize your attendance based on the sessions that are most likely to be hosting the people you'd like to network with. Then, schedule the time into your calendar and put your best foot forward!

Be confident, it really is all about just having a conversation with someone new.

Read more about event networking from our Founder, Raman Sehgal in his blog, [How to Network Well](#), or listen to the episode, [How to Network Like a Pro](#), from ramarketing-sponsored podcast, [Molecule to Market](#).

A low-angle, blue-tinted photograph of a tall building facade. A large flag is flying from a pole, featuring the word 'DOORCAST' in bold, black, sans-serif capital letters. The building has many windows and architectural details. The sky is a clear, light blue.

05. | Maximizing post-event success

5.1 The all-important follow-up communications

In many ways, when it comes to business development and sales, the hard work well and truly starts post-conference! You will have collaborated with colleagues to deliver a successful event but in order to convert those precious leads, timely follow-up is crucial to enable discussions to mature and ultimately deliver against the bottom line.

Before you dive in head first to those emails, set yourself up for success by ensuring you have a means of recording your efforts, as well as prioritizing who to contact first according to the likelihood of success.

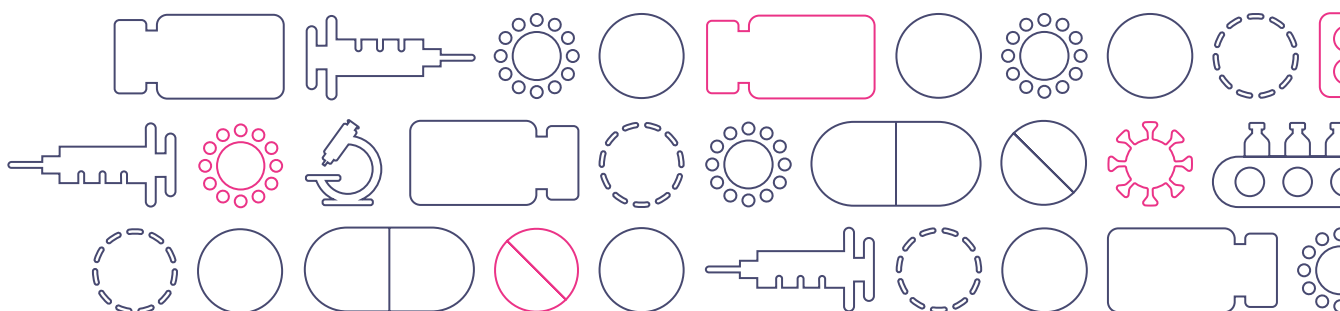


Top tip: You could do this by labeling meeting notes or business cards with a traffic light system, high/medium/low, top/middle/bottom priority.

The other key element is making sure that your follow-up communications are succinct; there is a fine balance between delivering on the agreed next steps while also recognizing the person likely has days' worth of emails to catch up on. **Find a way to be concise, compelling, and stand out in your messaging.**

If people don't reply straight away, don't take it personally.

Get your initial follow-ups done as soon after the conference as you can, sending a gentle prompt, whether that be by email or call, a week or so after if needs be. You've worked hard to get the lead and will do whatever it takes to get it over the line, but it's important to recognize when you are badgering too much. Being human and acknowledging you understand the lead's time pressures can go a long way in nurturing a successful relationship with you and your organization.



Post-event communications are often overlooked in the planning process, but they present a valuable opportunity to prolong the lead nurturing window and create valuable opportunities that align with your event and company goals.

If your SMEs are participating in panels, seminars, and presentations, you can repurpose content from these sessions into post-event whitepapers, blog series, and eBooks. By promoting this content as gated resources targeting your new-found contacts, you can extend those conversations beyond the event's close by engaging targets in a meaningful exchange. This approach can generate further leads for your company and keep leads from going cold.

Now the event has finished, people will often still be searching for highlights and related content, creating increased keyword traffic. You can capitalize on the event's popularity by incorporating relevant keywords into your post-event content, which in turn will enhance your visibility and attract more organic web traffic. Additionally, carousel content has proven to be highly successful on LinkedIn, making it an ideal platform to showcase insight highlights and key takeaways in snack-size form.

The perfect way to develop this type of content is by gathering anecdotal data from your team. This information can be used to target event attendees you have already interacted with, as well as non-attendees who value your expertise. Post-event nurture campaigns can be as simple or detailed as you desire.

Tailor workflows ahead of time for each persona's journey using CRM platforms, taking the heavy lift out of a very valuable task. The content can range from simple "thank you for meeting with us" messages to more complex blog recommendations or whitepaper content.

The key goal is to keep your leads warm and engaged.



When it comes to reviewing digital marketing efforts, there are multiple considerations.

Conduct a team review to gather anecdotal insights, such as how people found your company or if the forms used were user-friendly. Review the results of your post-event marketing efforts to determine what was successful and where resources should be allocated in the future. An important element of this is A/B testing with different ad visuals, copy, targeting, and budget allocations. Doing this will give you more data to analyze and a more accurate measure of what truly resonated with your target audience.

It goes without saying but you can't analyze data without something to benchmark against. You may have historical data from previous campaigns that you can refer back to but they may not always be helpful when reviewing results of an event you have never attended before with a different demographic.

Something ramarketing supports clients with when it comes to post-event reporting is results benchmarking against proprietary, industry-specific data. Often generic averages in the pharma industry will skew results of companies operating in the outsourcing space due to the inclusion of B2C pharma companies with different goals. After over a decade in the industry, we have insights into a multitude of events that can be used to monitor the success of your campaigns against competitors and sector-wide averages.

Speak to ramarketing to find out more about our benchmarking data and ROI reporting.



Source: N Tradeshows

And that's a wrap!

So there you have it - life science events in a (rather large, detailed) nutshell!

We have covered everything from curating your events calendar and getting your name out there, all the way through to maximizing ROI and analyzing your success to gather learnings for the next events season.

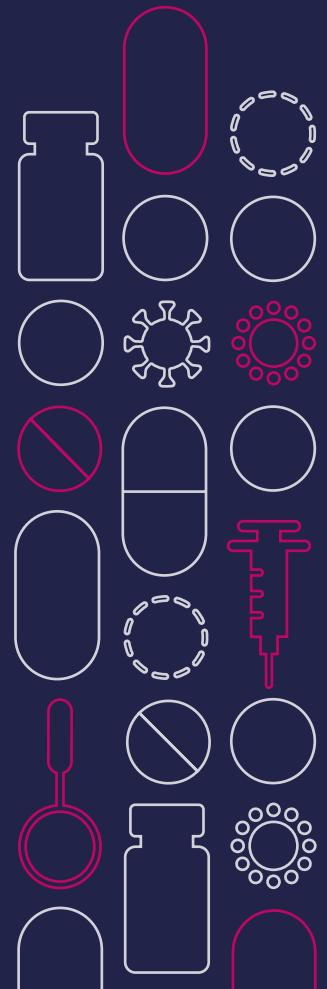
This eBook has been developed with expertise from across the ramarketing team, all of whom have many years of experience attending events as well as working closely with clients to deliver events support.

There is so much more to learn when it comes to maximizing your event success, as what works for some organizations won't necessarily work for others. That's why at ramarketing, we offer bespoke packages tailored to your goals and challenges.

If you've found the content in this eBook insightful and want to know more, get in touch with our team to see how we can support your growth mission through events marketing.

inbound@ramarketingpr.com

ramarketingpr.com/contact



Get noticed and grow in life sciences with **ramarketing**.

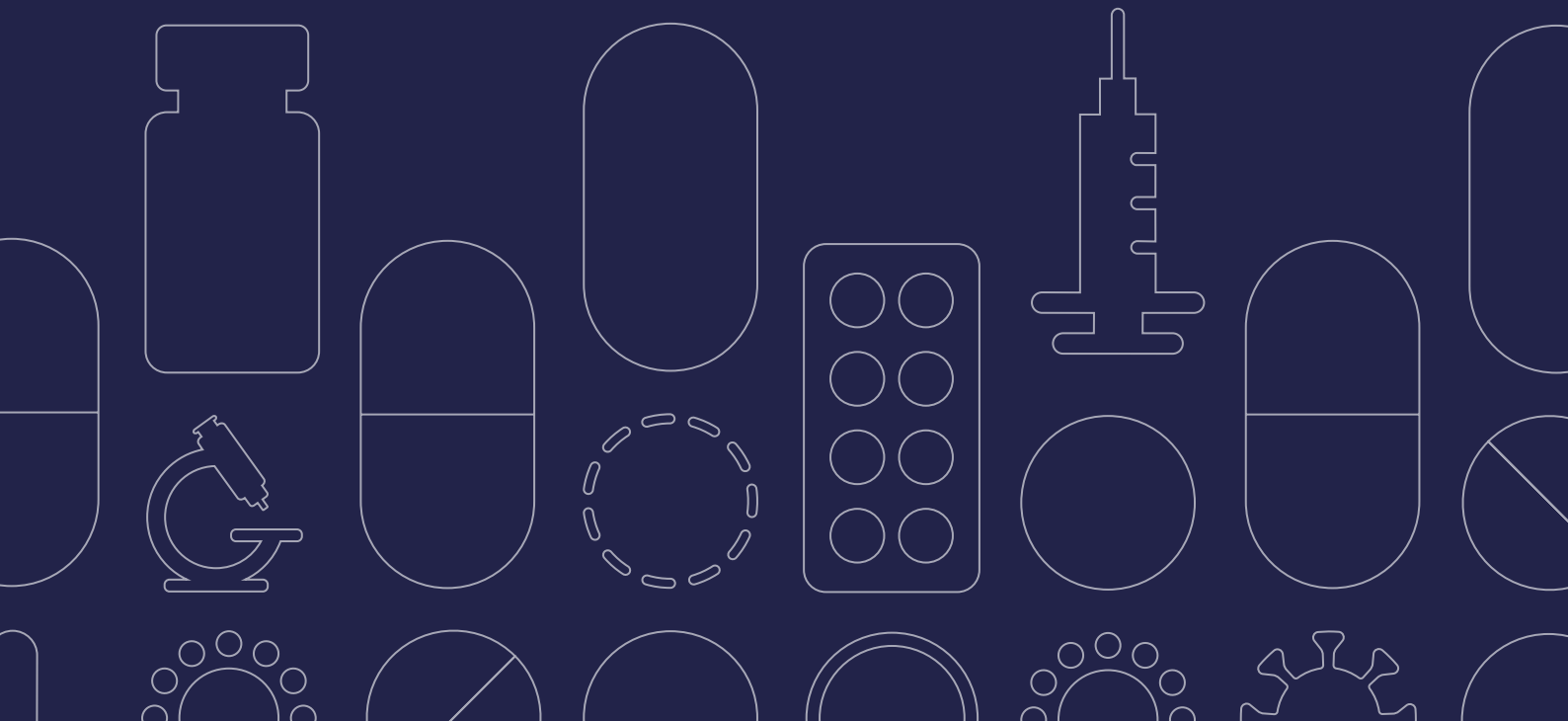
Differentiate yourself in the crowded contract services space by partnering with a global life sciences agency built to deliver growth.

Commercially, creatively and collaboratively.

Our sector experts amplify your presence with brilliant design and creative, integrated content, PR, digital, and media solutions that direct prospects into your sales channel.

ramarketing generates results;
inquire with the team today.

inbound@ramarketingpr.com
ramarketingpr.com/contact



Events timeline

12-18 months before the event

Map out your events calendar for the following 12 to 18 months: Don't forget the smaller events, as they may still bring value to your organization and align with your strategic goals.

Pull together a schedule of priority events, and pencil in who your 'A-team' is for attendance and planning.

If you're looking to exhibit at an event, book your booth and passes, and start to plan and design your space.

6-9 months before the event

Time to get organized: Develop new event collateral and ensure everyone has the stationery and marketing materials they need. Consider design and delivery lead times, as well as the logistics you might need in place to transport items.

The sooner team travel and accommodation is booked, the better! Booking in advance will mean you have more choices, better prices, and the locations and dates/times you prefer.

1-3 months before the event

Get your name out there: Start your digital campaigns away from the noise of your competitors. Reinforce your position as industry leaders, and ensure your team is seen as the top people to meet!

Prospective outreach should be well underway by now, and hopefully, you will have secured a good amount of high-value meetings with interesting prospects.

Top tip: Utilize the event's attendance list on the attendee portal, as well as your own proprietary data, to determine your target list.

10-12 months before the event

Agree your event KPIs: Discuss your objectives and set agreed KPIs. Start to hold regular planning meetings and assign trackable actions to maintain progress.

Top tip: Content can be developed for social media around your events calendar so prospects receive regular messaging about your whereabouts.

3-6 months before the event

Decide your team and their goals: Agree on who will be covering the event and determine the goals and KPIs for each individual. It's also a good time to start earmarking who you may want to speak with at the event.

If you're keen to arrange media interviews for key spokespeople with publications, now is the time to research the journalists attending and consider what news you have to share so you can outreach media contacts to set up interviews.

Check the progress of your booth design if exhibiting, and contact the venue to book any services such as wifi and power.

continued...

Events timeline

1-2 days before the event

Final tweaks before curtain up: Your team should be traveling at least a day before the event - early arrival may give you a headstart and enable your team to reccy event locations and start networking.

Spend some time executing last-minute checks including checking in on your own venues if you are hosting client events or dinners.

1-2 weeks after the event

Take stock and begin post-event outreach:

Now is the time to review all the leads generated by your team, and see where energy should be placed when embarking on your follow-up.

Review your social campaigns to see what performed, and make any necessary adjustments ahead of your retargeting campaign.

Survey your onsite staff for what went well and what could improve for future events.

2-3 weeks before the event

Secure those final meetings: Fine tune your event preparations and don't leave important details until the last minute.

If you've proposed any media interviews ensure you've finalized the details, e.g. where to meet, timings, topics, etc. Check your spokesperson is prepped to deliver your news and key messages.

Get the final meetings secured, and ensure your team has all the collateral they need.

The week of the event

It's showtime! Now you can see all the plans made in the lead-up to the event come to life - your team can hit the ground running, driving to achieve KPIs and generate valuable leads for the business.

Put on your comfy shoes and enjoy the event!

1-3 months after the event

Nurturing relationships now the hype has died down: Although it is important to follow up with any leads right after the event, sending further follow-up communications around this time can catch the attention of your target now their inbox is not as full.