



Convenzis & 10to8

# A COMMERCIAL PARTNERSHIP

Case Study



@convenzis\_group

# Case Details

10to8 are a highly established organisation and are leading appointment Scheduling Software providers across the NHS and Healthcare sector, choosing the right route to market and having a trustworthy supplier of events was key to the client.

## The Aim

We quickly established a need to engage directly with key NHS based stakeholders across the country as a key marketing goal for the client, a mixture of new leads and client chats was desirable.

Further conversation regarding the clients target market outlined a need to engage with both primary and secondary care-based leaders and managers that are focused on workforce improvements and productivity gains.

## The Scope

In accordance to the client's specific needs, we first had to gain a full understanding of the services and solutions, they provide, once this information was collected, we then advised the client on the most relevant event in our schedule which in this case was the national NHS Workforce and Digital primary care events.

Keeping in line with the clients' specific needs we completed delegate campaign for both events and provided a high-level and inclusive speaker agenda.

## The Result

"As a leading provider of Appointment Scheduling Software across the NHS and Healthcare sectors, we are delighted to share our success stories with a broader NHS audience on the Convenzis platform.

Since our first virtual event in February 2021, the Convenzis team took the time to fully understand our business drivers and guided us on the best ways to maximise our visibility and engagement with the delegation. We have since invested in six of the Convenzis Virtual events. We have received great feedback and managed to empower and engage NHS Trusts to improve efficiencies and reduce costs across their operations.

The Convenzis team is clearly experienced and knowledgeable about the UK Healthcare sector. They always respond fast and effectively to all our requirements pre-during and post-event. We are always provided with clear summaries of the results and outcomes. We look forward to continuing our partnership and working with the team on future projects"