



Convenzis & Checkware

A COMMERCIAL PARTNERSHIP

Case Study



@convenzis_group

Case Details

Checkwares are a sector-leading organisation specialising in creating and implementing digital self-assessment and self-management solutions for healthcare providers.

However, we quickly established that the Checkware team had become untrusting of events and had been frustrated with the lack of engagement with delegates at previous events.

The Aim

We quickly established a need to engage directly with NHS senior managers that oversea team of staff, Checkware provide services nationally so ensuring we provide a good spread of delegates was imperative.

The main marketing focus was to build their healthcare client pipeline via direct engagement.

The Scope

In order to adhere 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 our Healthcare Digital Technology Congress.

We provided an innovative and well recognised line of up guest speakers from across the sector to provide delegates with some interesting and politically correct insights, adjacent to this we ran a very successful delegate campaign for the event.

The Result

"CheckWare attended the Convenzis Healthcare Digital Technology Congress on the 6th November 2018 as a sponsor and exhibitor. What a well organised and very well attended event it was too! As an exhibitor at many conferences over many, many years – one of the issues has always been with lack of attendee footfall at the exhibition stands – not so at Convenzis conferences.

The timing, structure, layout and organisation was first class CheckWare are very proud to say that we will happily be sponsoring further Convenzis congresses and conferences in the future!"

"Attending a Convenzis conference is a breath of fresh air! Unlike most conferences, these are well organised, professional and with great subject matter. As an exhibitor, the organisation and personal touch are second to none – nothing is too much trouble.

Whether attending or exhibiting at a Convenzis conference, you are sure to enjoy a worthwhile experience. These conferences will now become a regular event for my company!"

Bob Stewart, UK Sales Manager, CheckWire