



Convenzis & Difrent

A COMMERCIAL PARTNERSHIP

Case Study



@convenzis_group

Case Details

Difrent was a sponsor of Convenzis's Scaling Up, Improving Care: The NHS Health Tech Virtual Conference to bring to life examples of using user-centred design to deliver outstanding patient and citizen outcomes.

The Aim

Our aim was to engage with the relevant conversation and share our experiences with a wider, yet targeted audience.

The Scope

Scope was tight as we are a small company, but Convenzis worked within our constraints to deliver exactly what we needed. We had a speaking spot with a dedicated audience, which allowed our CEO to share our message, as well as engage with questions from the audience. In particular, we wanted all the 'behind the scenes' work to be taken care of, which I understand Convenzis do as standard.

The Result

"Massive engagement with our CEO and message. A significant number of hits across social media channels. 38 warm leads (directly requested more information from us) as well as access to the entire delegate list. Huge amount of support throughout and made the process really easy for us. We just plugged our content in!"