



Piota



Convenzis & Piota

A COMMERCIAL PARTNERSHIP

Case Study



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Case Details

Piota are an established provider of app developers specialising in the improvement of communication with patients, families, and carers across the NHS, as an already established organisation in the UK health market the team needed a reliable source of virtual conferences that could keep the team at the forefront of conversation throughout the covid-19 pandemic.

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 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 the national NHS Workforce and Digital primary care events.

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

The Result

"I has been a pleasure to work with the Convenzis team for the past few events. Everything has always run smoothly, and we've always managed to gather a large number of interested parties due to the events they have hosted. They are also very helpful and timely in their responses, which has made working with them very easy "

"Thank you for hosting our webinar this morning, it was really professionally done"

"The Convenzis team made it easy for us to present at their virtual conferences and attracted a high quality audience of NHS specialists to it. We will be rebooking!"