

Case Study

GLOBAL LIFE SCIENCES SOLUTIONS PROVIDER

1:1 Meetings & Executive Networking Programme

How IMAPAC enabled high-value executive engagement
within a limited time in Singapore

Client Challenge

PAIN POINT: LIMITED ACCESS TO DECISION-MAKERS IN APAC

Key Challenges:

- ✓ Limited time in Singapore for business engagement
- ✓ Difficulty securing meetings with relevant senior stakeholders
- ✓ Lack of trusted local network to facilitate introductions
- ✓ Low efficiency in converting business travel into commercial outcomes

Time in Market

**Low Meeting
Conversion**

Client Objective:

MAXIMISE EXECUTIVE VISIT IMPACT

Goal: Maximise CEO's visit through targeted executive networking and business meetings.



- Identify relevant biopharma decision-makers in Singapore
- Arrange pre-qualified 1:1 business meetings
- Enable high-value networking opportunities
- Convert short market visit into strategic engagement



What IMAPAC Delivered:

END-TO-END EXECUTIVE ENGAGEMENT PROGRAMME

Stakeholder
Mapping



Identified senior
biopharma decision-
makers across APAC

Curated Invitations



Selected relevant
executives aligned to
client objectives

1:1 Meetings &
Networking Sessions



Scheduled and
facilitated high-value
meetings

End-to-End
Coordination



Managed full
engagement
programme and
logistics

Outcome:

HIGH-QUALITY EXECUTIVE ENGAGEMENT DELIVERED

Key Results:

▶ 15 senior decision-makers engaged

▶ New business and partnership opportunities identified

▶ 100% attendance rate achieved

▶ Accelerated relationship building with key stakeholders

▶ Multiple executive-level meetings facilitated

15

Senior Decision-Makers Engaged

100%

Attendance Rate

MULTIPLE

Business Meetings Enabled

IMAPAC enabled direct access to pre-qualified biopharma decision-makers within a compressed timeframe.

In APAC, **access** is the bottleneck — not awareness.

Decision-makers are difficult to reach

Relationships drive commercial
outcomes

Time-bound visits need structured
engagement

Pre-qualified introductions create
faster pipeline

Our Leadgen services



MARKETING & AUDIENCE DEVELOPMENT SERVICES

Fill your events with the right people. IMAPAC guarantees qualified leads by driving registrations from your target audience whether for webinars or in-person events ensuring your message reaches the decision-makers that matter.



END-TO-END WEBINARS & CUSTOMISED EVENT SERVICES

Deliver an event fully tailored to your objectives, designed to engage your target clients on the right platform or at a chosen venue. From concept to execution, IMAPAC provides end-to-end support, ensuring seamless delivery and measurable ROI (Average qualified leads: 100–200 registrations).

- Virtual Events
- Onsite Events



ONE-TO-ONE MEETINGS

Connect directly with senior decision-makers in a focused setting designed to foster high-value business discussions. Build relationships, explore opportunities, and accelerate deal-making through personalised engagements.

- 5 guaranteed meetings
- 10 guaranteed meetings

- 20 guaranteed meetings
- 30 guaranteed meetings

Our Leadgen services



EBOOK/WHITE PAPER POSTING ON IMAPAC WEBSITE (LEAD GENERATION VIA DOWNLOADS)

Position your organisation as a trusted thought leader by publishing high-value content on IMAPAC's industry platform. Gain visibility among decision-makers while receiving qualified lead data from each download.

- 12-month listing (one at a time; interchangeable during the listing period)



ON-DEMAND WEBINAR POSTING ON IMAPAC WEBSITE (LEAD GENERATION VIA ACCESS)

Extend the life and impact of your webinars by hosting them on IMAPAC's platform. Maintain continuous visibility with industry professionals, while generating qualified leads from every access request.

- 12-month listing (one at a time; interchangeable during the listing period)



ON-DEMAND WEBINAR POSTING ON IMAPAC WEBSITE (LEAD GENERATION VIA ACCESS)

Gain insights into market challenges & trends, key buying factors, brand perception, competitor analysis, customer feedback etc.

- Up to 10 survey questions

FOR MORE INFORMATION, PLEASE FEEL FREE TO VISIT:

<https://info.imapac.com/leadgen-360/brochure/>