



science & possibility

The reimagining of the Ferring congress experience

Please keep in mind...

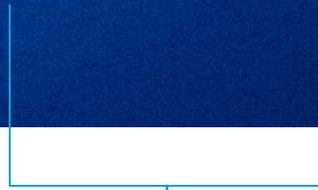
The concepts & themes we're presenting have been created to illustrate our thinking. We recognise that it's unlikely to ever "live" but will show how we think, and how we can work with you, the RM portfolio and brands' strategies and components, to deliver a WOW experience for your audiences.

The core brief



Design the strategic foundation for the Ferring RM portfolio for congress 2026, determining an approach for a unified story, branding concept and HCP journey

Bring the story to life through the Ferring WOW experience at congress – pre, during and post



Our proposal answers both.

Hello from the core team



Tina Hahn

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Senior Producer | eventSPACE



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Creative Director | AXON



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Senior Creative | eventSPACE

We WOW together

Medical & commercial
strategy, storytelling,
concepting and activation

AXON

Multi-sensory engagement,
audience centric innovation,
emotional connection
through technology

*event***SPACE.**

insight  orchestration

Recap of the main ask

Evolve don't change

Keep in mind the Ferring you want to be but without forgetting the Ferring you are now

ONE Ferring

Determine a red thread to build a ONE Ferring approach

End to end journey

Right time, right message and right channel

Make an impact

The WOW experience and ROI is integral at every step



Delivered via



Strategic & creative approach

Narrative framework

Congress journey framework

Execution & core KPI

What we know

Who you are now



Who you want to be next

The 'friendly dog'
– straightforward, caring and trustworthy.

All hallmarks of a partner who is highly dependable, approachable and grounded but to achieve the ambition to become the leaders in LH and win more in rFSH how can we evolve the perception of Ferring in RM?

A bit more competitive, a bit more edgy.
But without forgetting who you are.

More compelling, evolving, self-disruptive and with a leapfrogging mentality whilst not forgetting the current Ferring.

As the explorer/seeker brand archetype you're curious, you seek adventure, you drive the story forward.

This aspiration & archetype underpins our strategic proposition for congress.

Defining the congress strategic proposition

Embody the Explorer/seeker

Your aspiration and our assumption of your
new portfolio positioning & campaign



The WOW experience

The feeling and experience you
hope to evoke at congress

and therefore...

We Orchestrate Wonder

The strategic proposition we have defined for Ferring RM at congress

What we orchestrate...

for clarity

Making the science of stimulation clearer



for leadership

Turning science into meaningful impact



for experience

Support HCPs through their journey, so they feel valued



Ferring communicates through a single voice,
a single story and a single orchestrated journey for HCPs



The ambition to be the explorer/seeker is deeply connected with wonder. The archetype has an insatiable desire for **adventure and discovery**, and this is often a manifestation of the human desire for wonder.

We orchestrate wonder is the **convergence of science (orchestrate) with human hope and impact (wonder)** into one unified proposition and story.

It moves the **WOW** experience into something tangible and meaningful for the audience and makes Ferring the orchestrator of that.



So what?

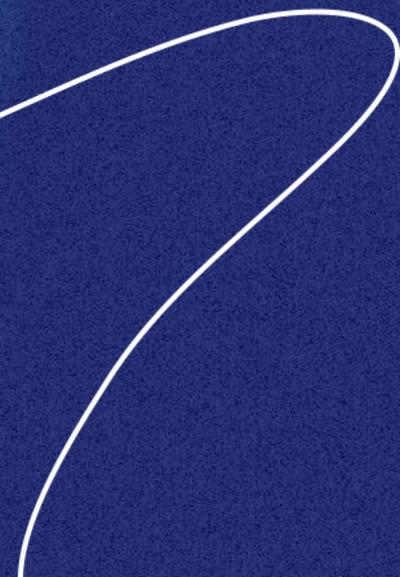
It gives medical and commercial a shared language, one voice, one Ferring

It positions

Ferring as the orchestrator of fertility through the precision of science which enables moments of wonder.

It becomes the meeting point where scientific exchange, storytelling and commitment to supporting hopeful future parents comes together.

wonder  design



Introduction

This visual identity expresses a simple but powerful belief:
that science becomes most meaningful when it connects to human possibility.

Built around the ampersand — a symbol of origin, connection and orchestration
— the identity captures the space in between:

**where evidence meets empathy,
where clarity meets creativity,
where science meets life.**

Every element has been designed to feel intentional, modern and resonant,
reflecting Ferring's commitment to elevating reproductive medicine with
purpose, precision, and humanity.

Creative development insights

We began by asking a simple question:

What does science feel like when it is orchestrated through human experience?

From this, four insights guided the direction:

Bold, honest and contemporary
The identity must feel confident and present, grounded in real human stories.

Scientific clarity with emotional depth A balance that mirrors the duality of reproductive medicine.

Movement as a symbol of progress & possibility Gradients, lines and flow express transition, discovery and growth.

Every element intentional and connected
Nothing decorative for its own sake — everything serves meaning.

These principles shaped a system where clarity & possibility coexist.

Inspired by the flower icon





The Ampersand

More than a typographic mark, the ampersand becomes the heart of the identity — a symbol of:

beginnings

(its embryo-like form mirrors origin and development)

Connection

(where two elements join into one)

Orchestration

(a fluid gesture echoing the conductor's movement)

Continuity

(a single, uninterrupted line)

It represents the interplay of forces that define Ferring:

science & possibility,
rigor & compassion,
precision & care.

The ampersand becomes the space "in between," where ideas join, where meaning is created, and where science and life come together.

It is the connective tissue of the visual world.



=

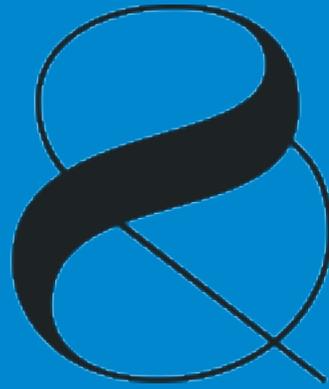


life

The ampersand echoes the natural form of creation—its curves, its flow, its sense of origin. Its shape mirrors the protective, circular gestures associated with the womb, symbolizing beginnings, connection, and continuity.



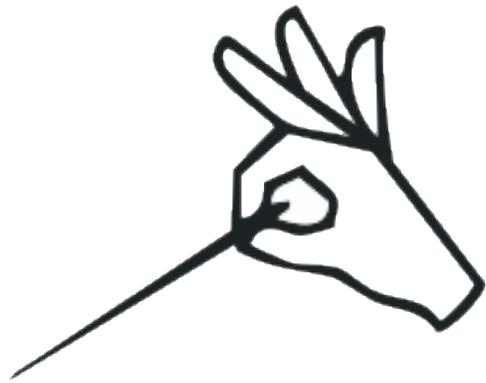
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clef



The ampersand also shares visual DNA with musical notation, specifically the clef. This parallel evokes harmony, rhythm, and the idea of different elements working together to create something meaningful.



=



orchestrate

In its fluid, continuous form, the ampersand suggests orchestration, the thoughtful coordination of multiple parts into one coherent whole. It represents balance, direction, and the coming together of diverse contributions.

where science



life come together

FERRING
PHARMACEUTICALS

Key visual overview

In the Key Visual, the main elements come together to express the core idea in one unified composition.

The ampersand acts as the anchor, creating focus and connection.

The gradients add depth and atmosphere, while the calligraphic motion brings energy and a human touch.

Together, these layers surround the individual and create a bold, contemporary expression of science and possibility.





Imagery style

Imagery

Our imagery focuses on real people in real environments.

The photographs feel candid and unfiltered, echoing a documentary style that captures natural light, genuine expressions, and everyday spaces.

These moments are honest and intimate, not staged or constructed, allowing viewers to connect directly with the individuals.

The approach celebrates real bodies, real emotions, and real life, reflecting the human truth at the heart of this identity.

Documentary-style imagery builds trust and authenticity. It avoids the polished, commercial look and instead focuses on real people and real moments. This approach supports a more grounded narrative, making the identity feel close, human, and emotionally resonant, essential for communicating our message with sincerity.



CMYK: 100 / 91 / 34 / 24
HEX: #1F2E60



RGB: 0 / 136 / 206
CMYK: 100 / 13 / 1 / 2
HEX: #0088CE



RGB: 132 / 206 / 228
CMYK: 45 / 2 / 8 / 0
HEX: #84CEE4



RGB: 133 / 121 / 169
CMYK: 53 / 55 / 11 / 0
HEX: #8579A9



RGB: 109 / 94 / 133
CMYK: 64 / 67 / 26 / 6
HEX: #6D5E85



RGB: 255 / 221 / 0
CMYK: 1 / 9 / 100 / 0
HEX: #ffdd00

Colour palette

The palette is built from Ferring's core blues, ensuring consistency with the brand's trusted and scientific foundation.

A single bright accent is added to introduce a sense of possibility, a bright, positive highlight that brings contrast, energy, and optimism to the identity.

Together, these colours balance clarity with momentum, reinforcing the idea of science meeting new potential.

Gradients introduce soft depth



a sense of transition

Gradient language

Gradients are built using a mesh-style structure, combining multiple blue tones, purple and a bright accent to create smooth, organic transitions rather than linear fades.

The blend should feel soft and atmospheric, avoiding hard edges or high contrast. A fine grain texture is applied over the gradient to mirror the documentary feel of the photography and maintain consistency between backgrounds and treated images.

Gradients should remain subtle, supporting the composition without overpowering the subject or the ampersand.

Commercial Applications

Commercial communications allow for greater creative expression.

- Gradients are richer, imagery is more present, and the accent elements can be used more confidently to convey warmth, energy, and human impact.
- Gradients can be richer (still soft, never overpowering)
- Calligraphic lines can be used more prominently
- Full documentary-style photography
- Accent yellow may appear subtly, as highlights
- More visual layering and depth

Medical Applications

Medical communications require a restrained and compliant approach.

The design is simplified, free of product colours, and focused on clarity and trust, with only the essential elements of the identity retained.

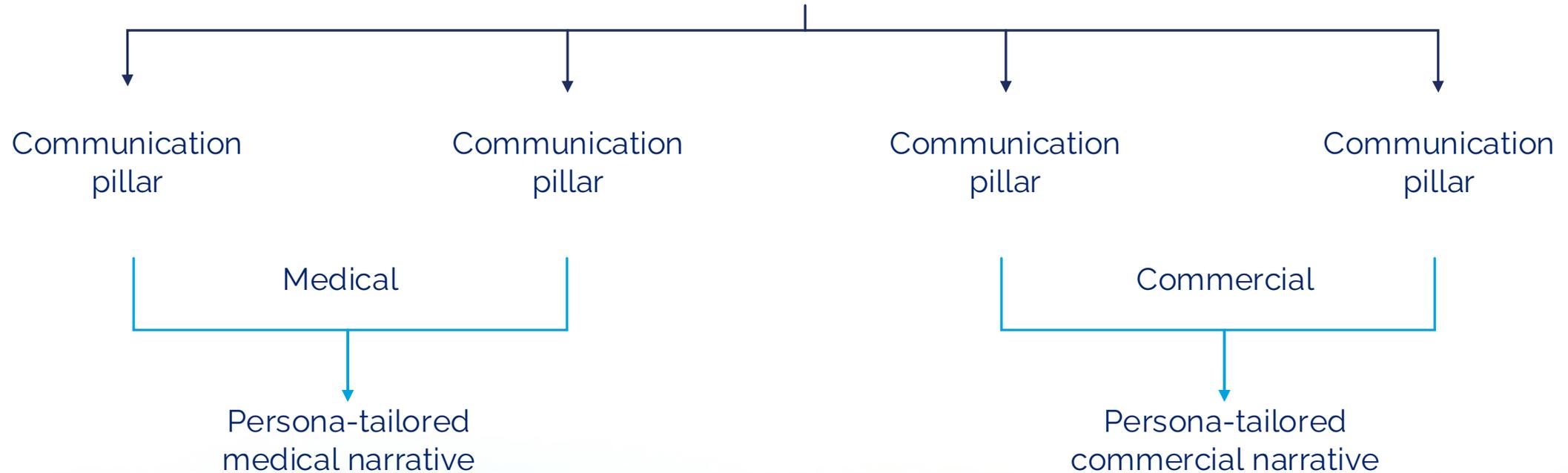
- No product colors
- Minimal gradients
- Reduced calligraphic lines
- Photography remains authentic but used sparingly
- Blue palette only
- Focus on clarity, trust, and readability



story  structure

How we work with your overarching narrative

ONE Ferring master narrative





Case study: portfolio narrative development

Master narrative

Cell therapy shouldn't be the exception, it must become the standard of care.

Organisation X is reimagining the future of cell therapy by transforming how patients reach it, experience it, and benefit from it.

Our unmatched clinical data, scalable operational excellence, and a vision beyond oncology means Organisation X is bringing cell therapy to more of the people that need it.

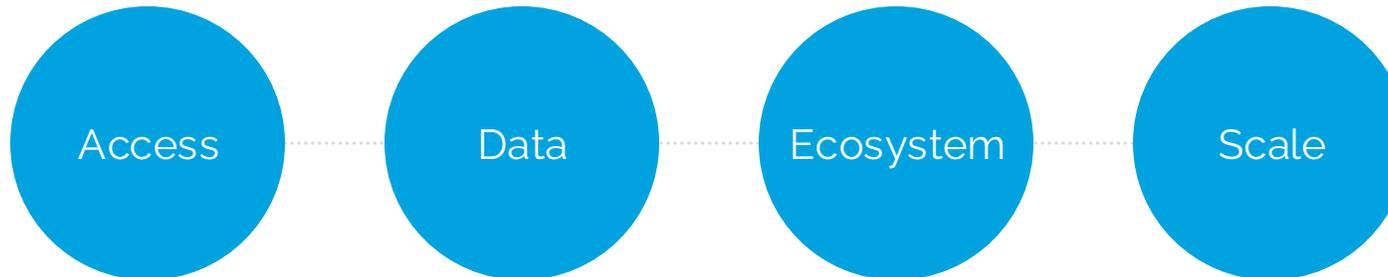
Case study: portfolio narrative development

Communication pillars

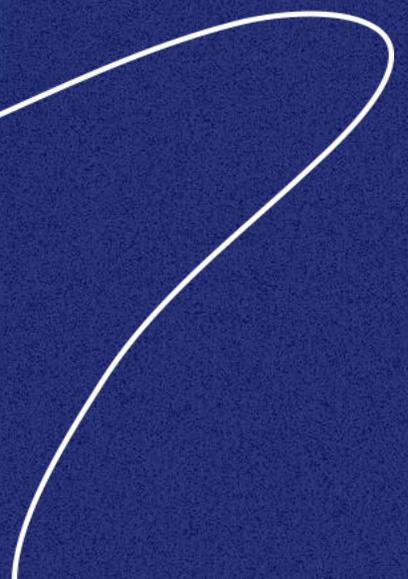
Cell therapy shouldn't be the exception, it must become the standard of care.

Organisation x is reimagining the future of cell therapy
by transforming how patients **reach it, experience it, and benefit from it.**

Our unmatched **clinical data**, scalable **operational excellence**, and a vision beyond oncology means Organisation X is bringing cell therapy to more of the people that need it.



people  pathways





HCP audience journeys

The following are examples of HCP pre, peri and post congress journeys.

They are illustrative and include examples of tactics that could be implemented.

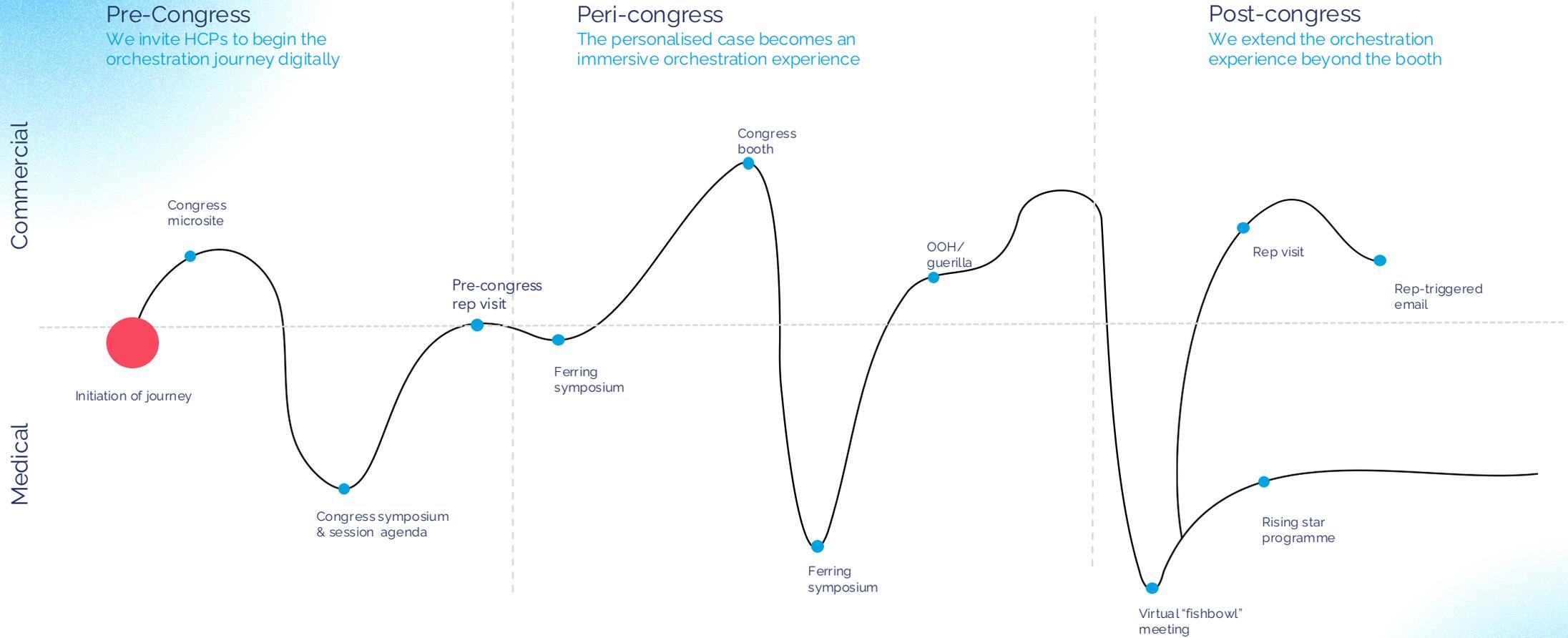
The idea would be to develop these in line with defined communication needs and audience insights.

Medically
focused
persona

Experience
focused
persona

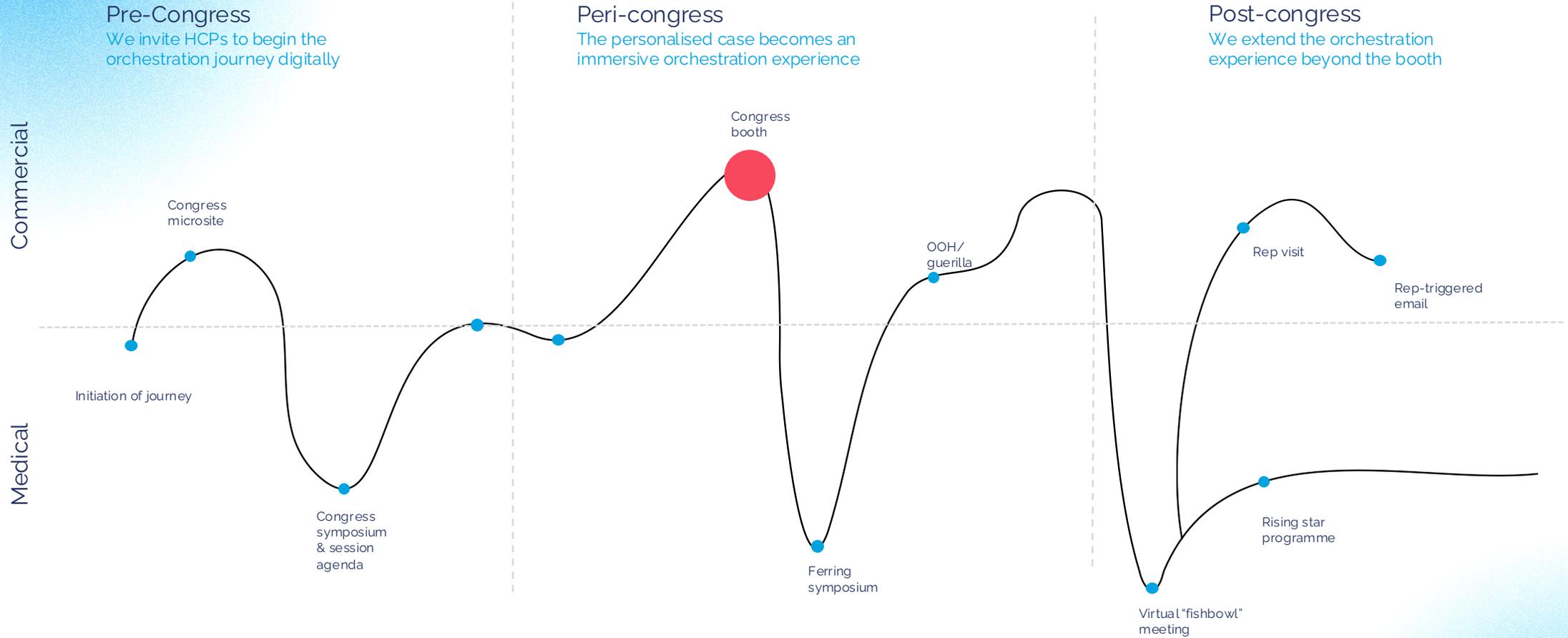
Medically focused persona journey

Journey – in person, medically focused attendee



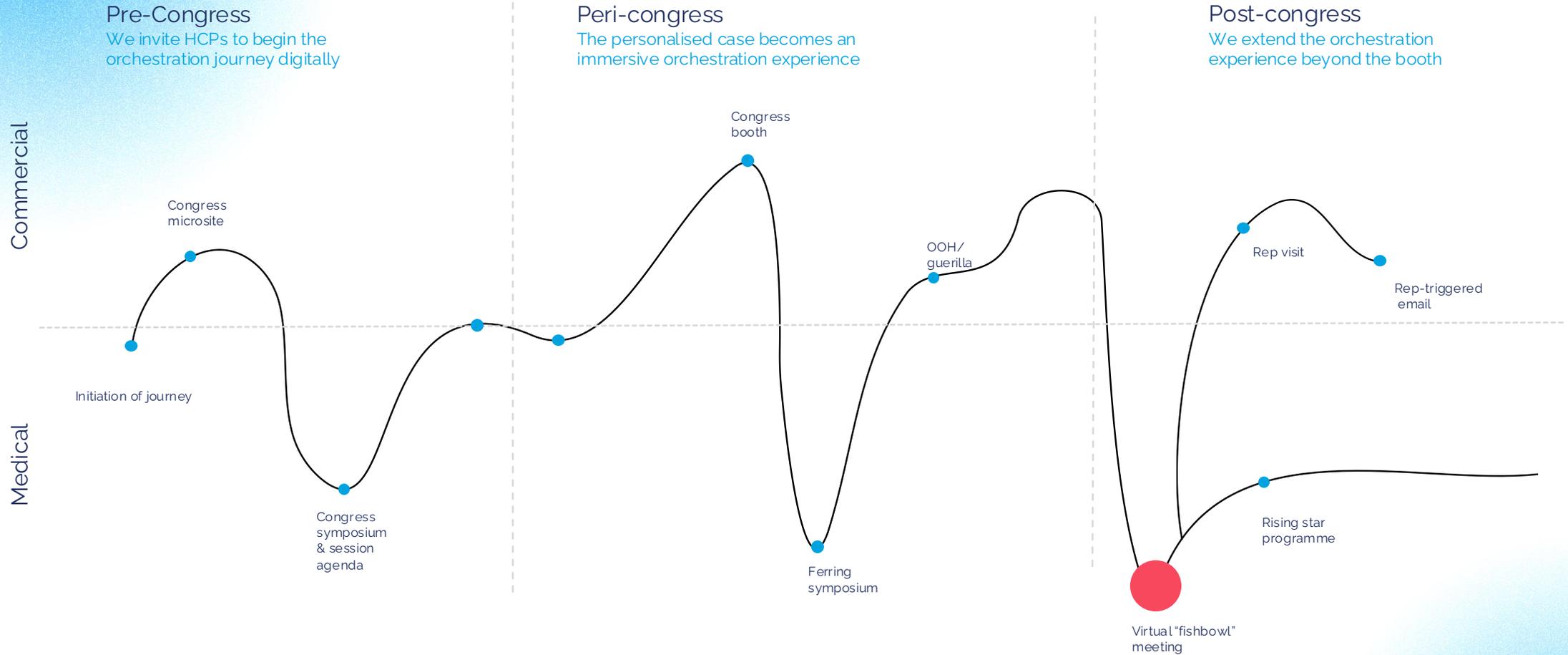
Where	Email	Clarity KPI: click through rate >5%
What	According to tailored narrative	Leadership KPI: conversion from click through to ESHRE attendance
How	Personalised local KOL video inviting them to ESHRE 2026	Experience KPI: ESHRE feedback
Wow	Using AI we will have the KOL address the recipient directly	Added-value: AI KOL videos can be re-edited and repurposed for SoMe content & stand content
Opt-in	Click to register interest in attending	

Journey – in person, medically focused attendee



Where	ESHRE Ferring booth	Clarity KPI: post-vr half-life understanding score
What	According to tailored narrative	Leadership KPI: Number of times the recording is shared on SoMe
How	Importance of GH half-life yr experience	Experience KPI: Post-VR half-life feedback score
Wow	Immersive edutainment of Menopur differentiation	Added-value: VR content can be repurposed for educational content & videos
Opt-in	Receive recording of their VR experience via email	

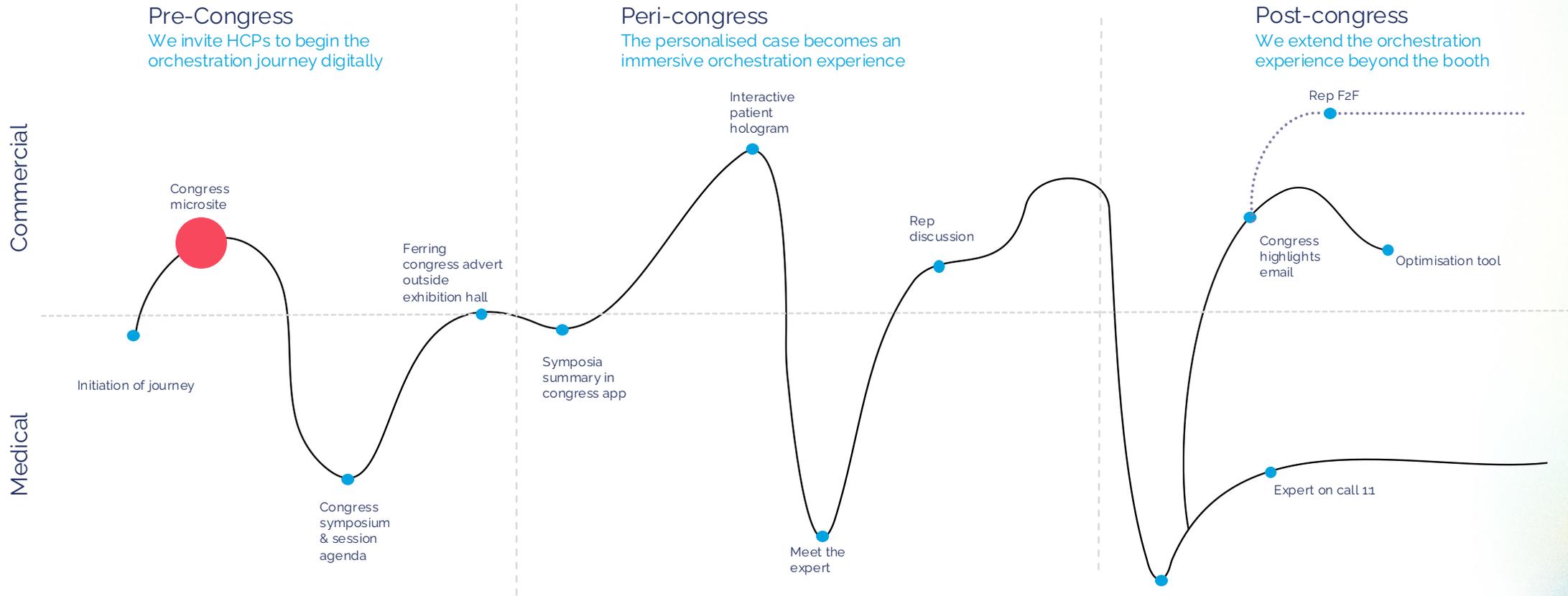
Journey – in person, medically focused attendee



Where	Ferring virtual local speaker meeting	Clarity KPI: individual engagement metrics per invitee
What	According to tailored narrative	Leadership KPI: Number of times individuals scores are shared on some
How	Virtual "fishbowl" meeting with 3x core speakers and interaction from viewers	Experience KPI: Post-fishbowl feedback score
Wow	The more interaction you do, the more points you score until you get to join the fishbowl and participate	Added-value: Content can be repurposed for Podcast and/or video content
Opt-in	To attend	

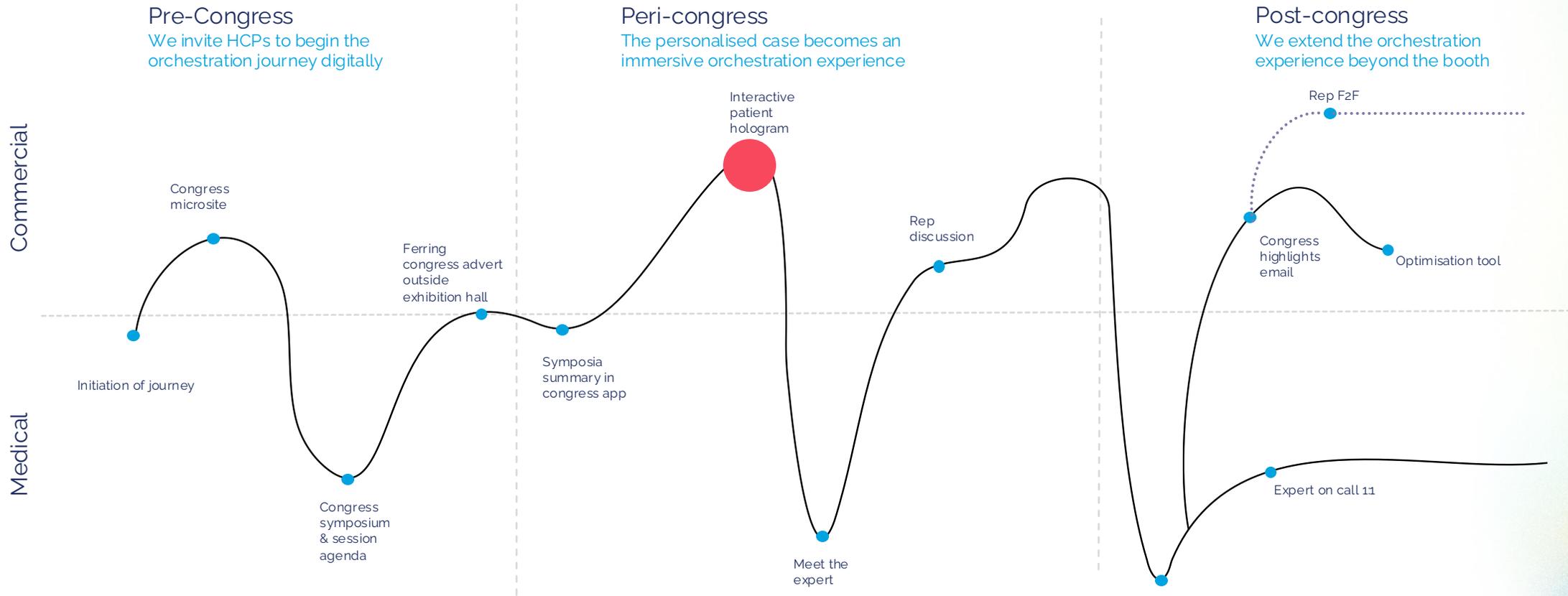
Experience focused
persona journey

Journey – in person, experience focused attendee



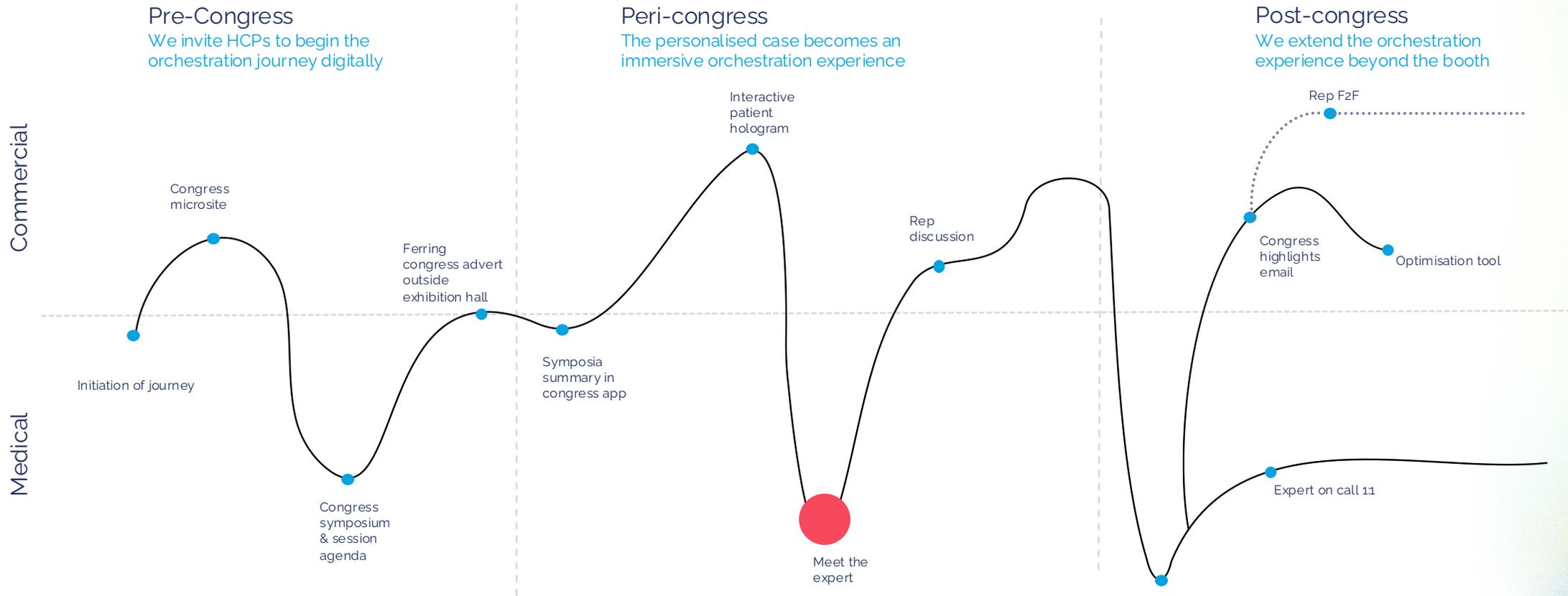
Where	Congress microsite	Clarity KPI: % HCPs reporting improved clarity on stimulation decisions
What	Interactive case builder quiz. Results can be: 1) Submitted for discussion at symposia. 2) Brought to life on the stand.	Leadership KPI: # of case submissions for scientific discussion
How	HCPs input a hypothetical patient (age, BMI AMH, comorbidities, prior cycle, clinic context). - Submit to symposia faculty - Generate unique QR code for stand experience	Experience KPI: % personalised QR codes generated / time in tool
Wow	HCP receives a tailored patient profile to be brought to life on the stand or discussed in symposia	Added-value: insights from quiz completions can be utilised for future planning and content generation
Opt-in	X	

Journey – in person, experience focused attendee



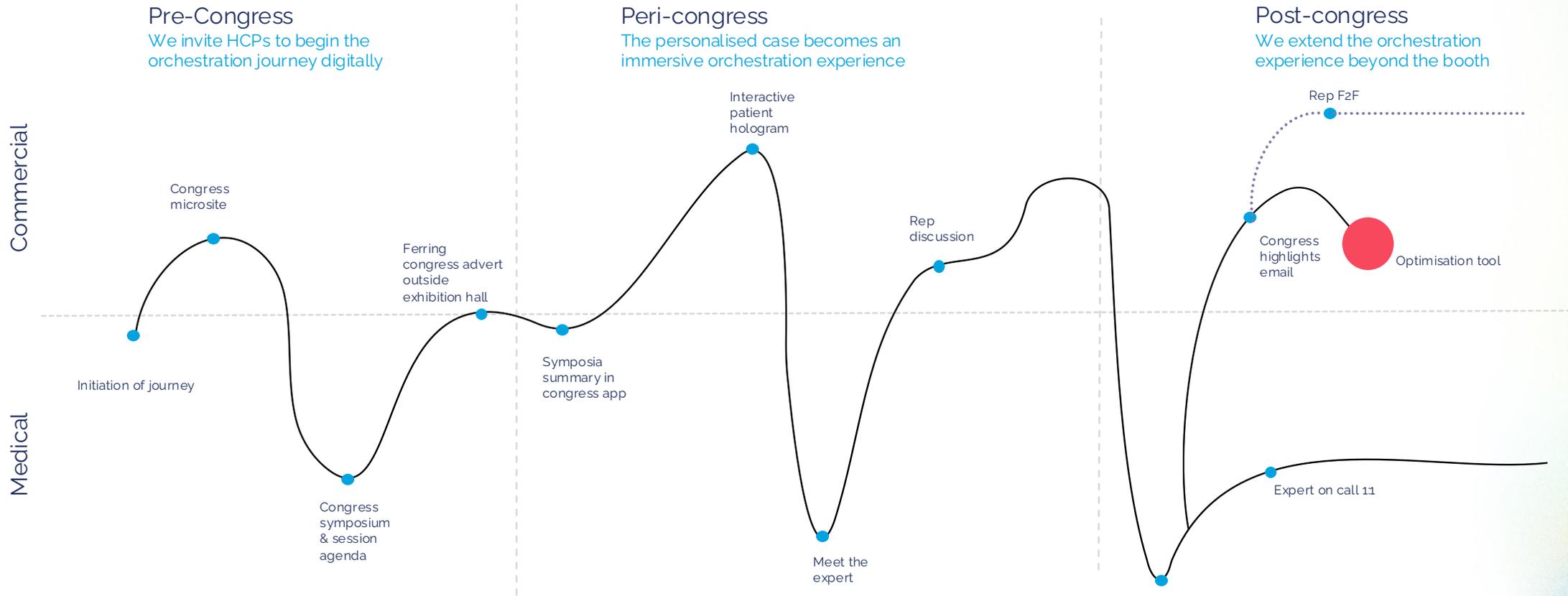
Where	ESHRE Ferring Stand	Clarity KPI: % exploring multiple patient variables
What	Patient Hologram Activation	Leadership KPI: # of evidence panels opened during the hologram experience
How	The QR code triggers a holographic version of "their patient" with dynamic parameters.	Experience KPI: Interaction time + % emailing case report."
Wow	Personalised patient appears instantly in hologram; decisions change the scenario in real time.	Added-value: insights generated from patient profiles formed for future planning and content generation
Opt-in	% of HCPs who give consent when downloading or emailing their personalised case summary.	

Journey – in person, experience focused attendee



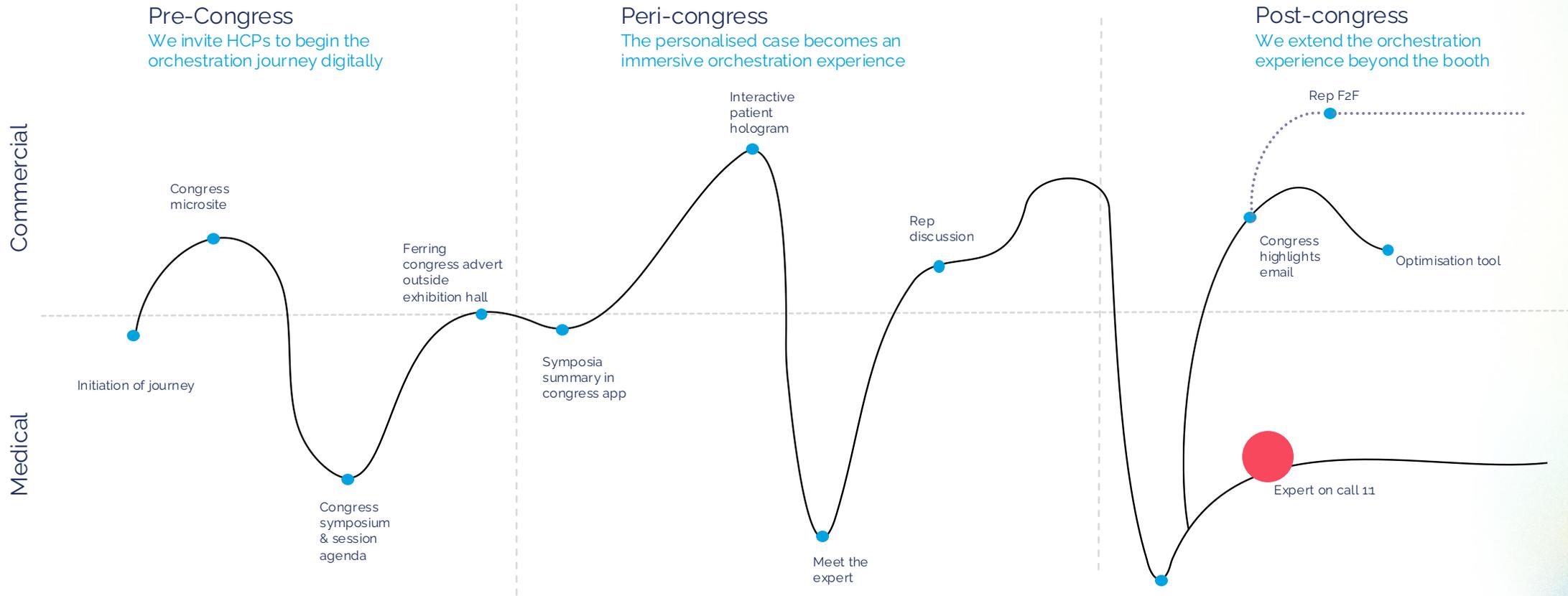
Where	ESHRE Ferring Stand	Clarity KPI: % reporting clearer stimulation decisions
What	Expert Orchestration – Precision to optimisation	Leadership KPI: # expert Q&A / follow-up requests
How	Live expert presentation on stand using hologram patients as stimuli	Experience KPI: # attendees + dwell time
Wow	Seeing an expert orchestrate real cases live using hologram patients.	Added-value: case summary utilised in post congress follow up and as future tactics for sales team calls
Opt-in	Attendees opting in when booking headphones or requesting the expert-led case summary	

Journey – in person, experience focused attendee



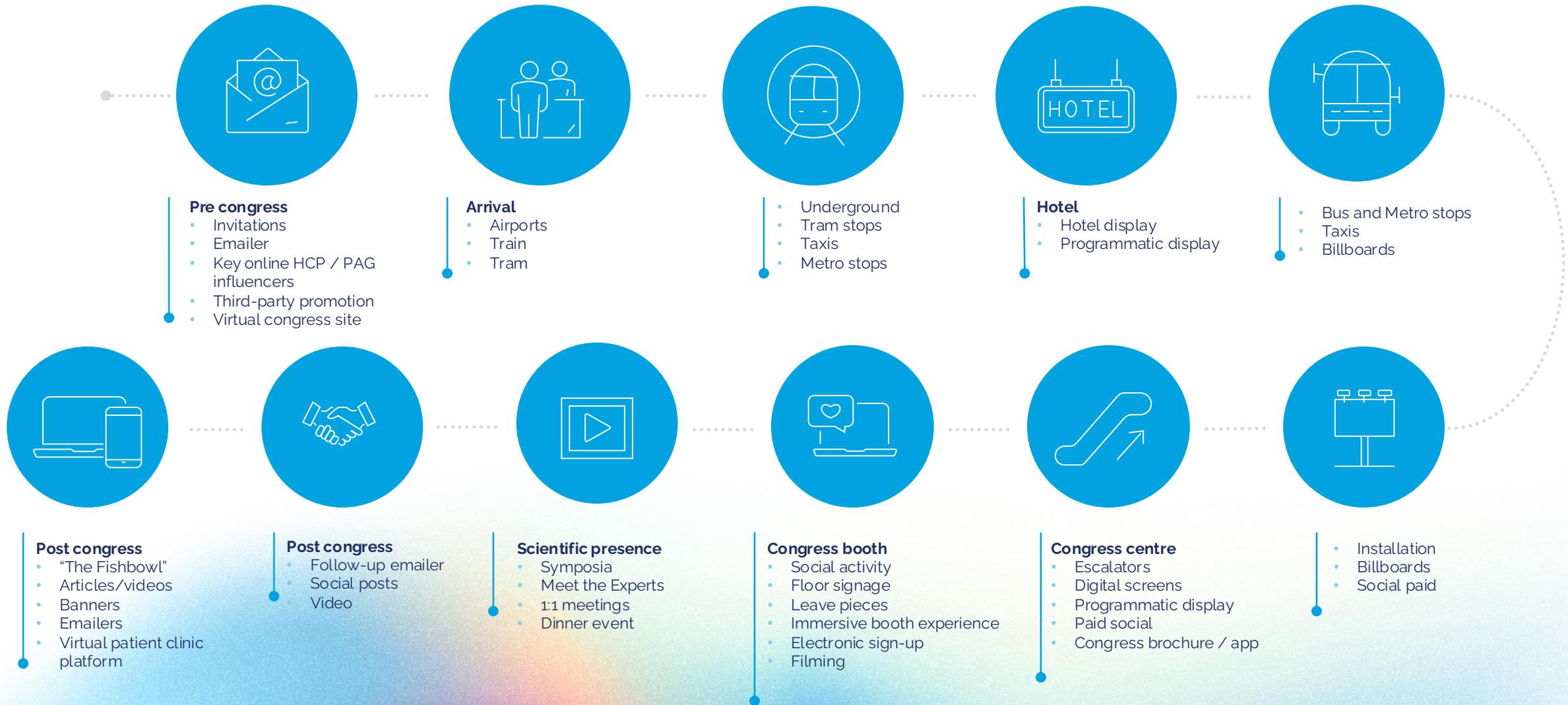
Where	Online	Clarity KPI: % of users completing a full optimisation scenario
What	Optimisation tool – based on hologram from congress	Leadership KPI: # evidence summary downloads
How	HCPs adjust patient variables + stimulation choices to explore evidence-based outcomes.	Experience KPI: average time spent in the tool + repeat visits
Wow	A personalised simulation that brings congress learning into daily practice.	Added-value: could also be utilised with other HCPs not seen at congress as added-value tool
Opt-in	X	

Journey – in person, experience focused attendee



Where	Online / virtual 11	Clarity KPI: % of HCPs reporting increased confidence in managing cases
What	Expert on call — optimized care discussion + Q&A	Leadership KPI: # of expert-on-call sessions booked and completed.
How	HCP books a 15–30 min session with a KOL to discuss optimisation and questions.	Experience KPI: average rating of session usefulness (quick 1–5 score).
Wow	A personalised simulation that brings congress learning into daily practice.	Added-value: insights gleaned through discussions can further support planning and content development
Opt-in	X	

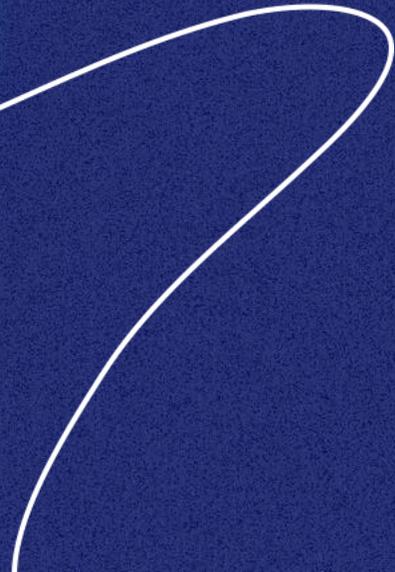
Example of full congress journey



Booth



Tech



"Orchestration of Wonder" Ferring Booth Concept

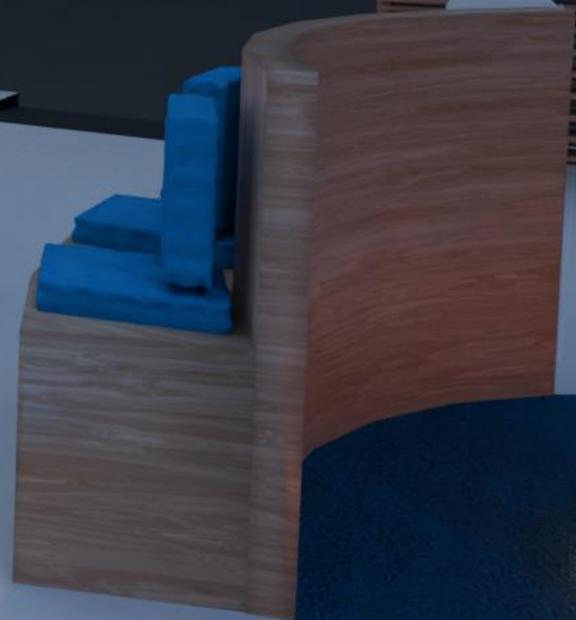




BUILDING
FAMILIES
AT FEEL



BUILDING
FAMILIES
AT FERRING





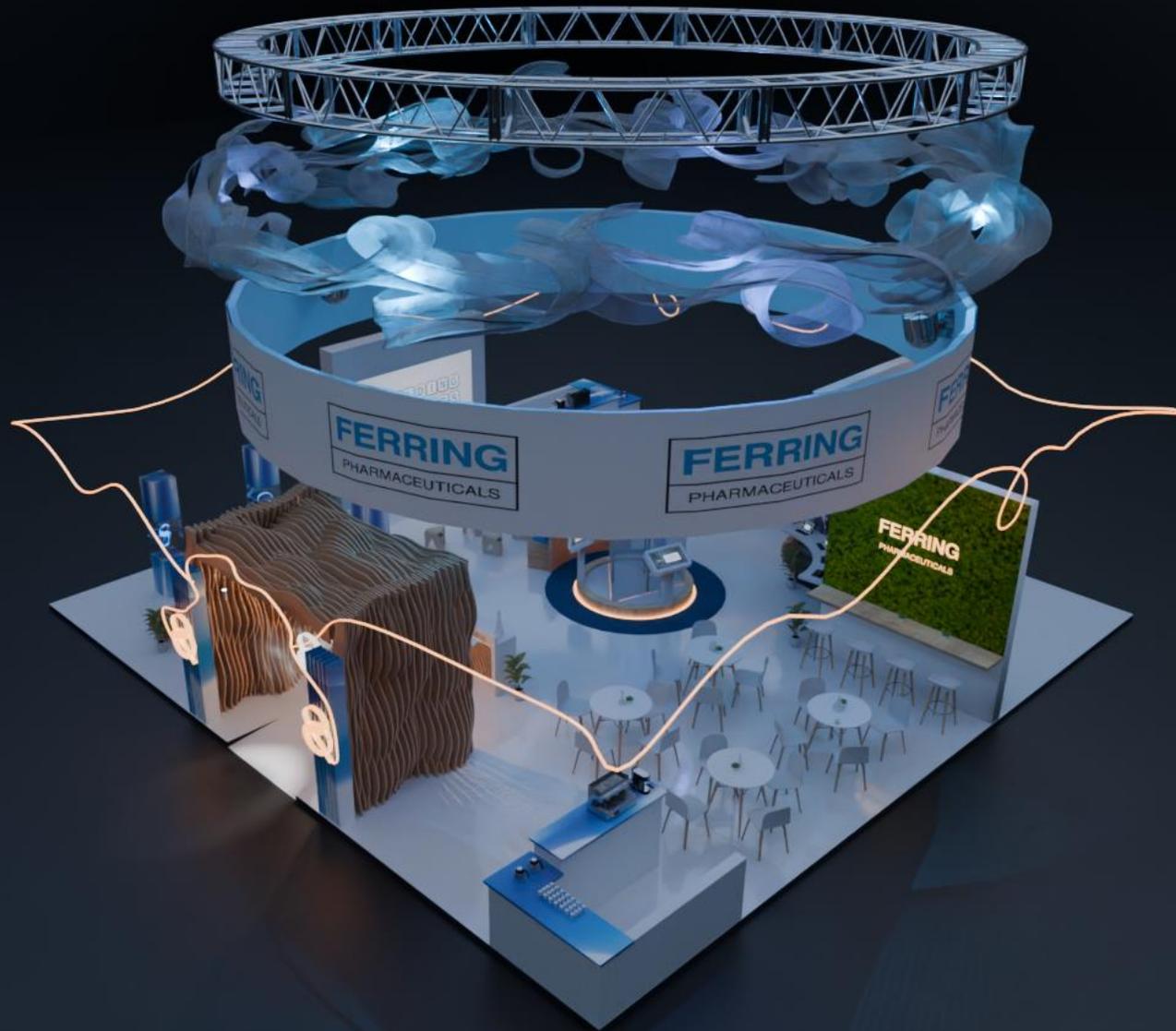


Welcome



FERRING
PHARMACEUTICALS





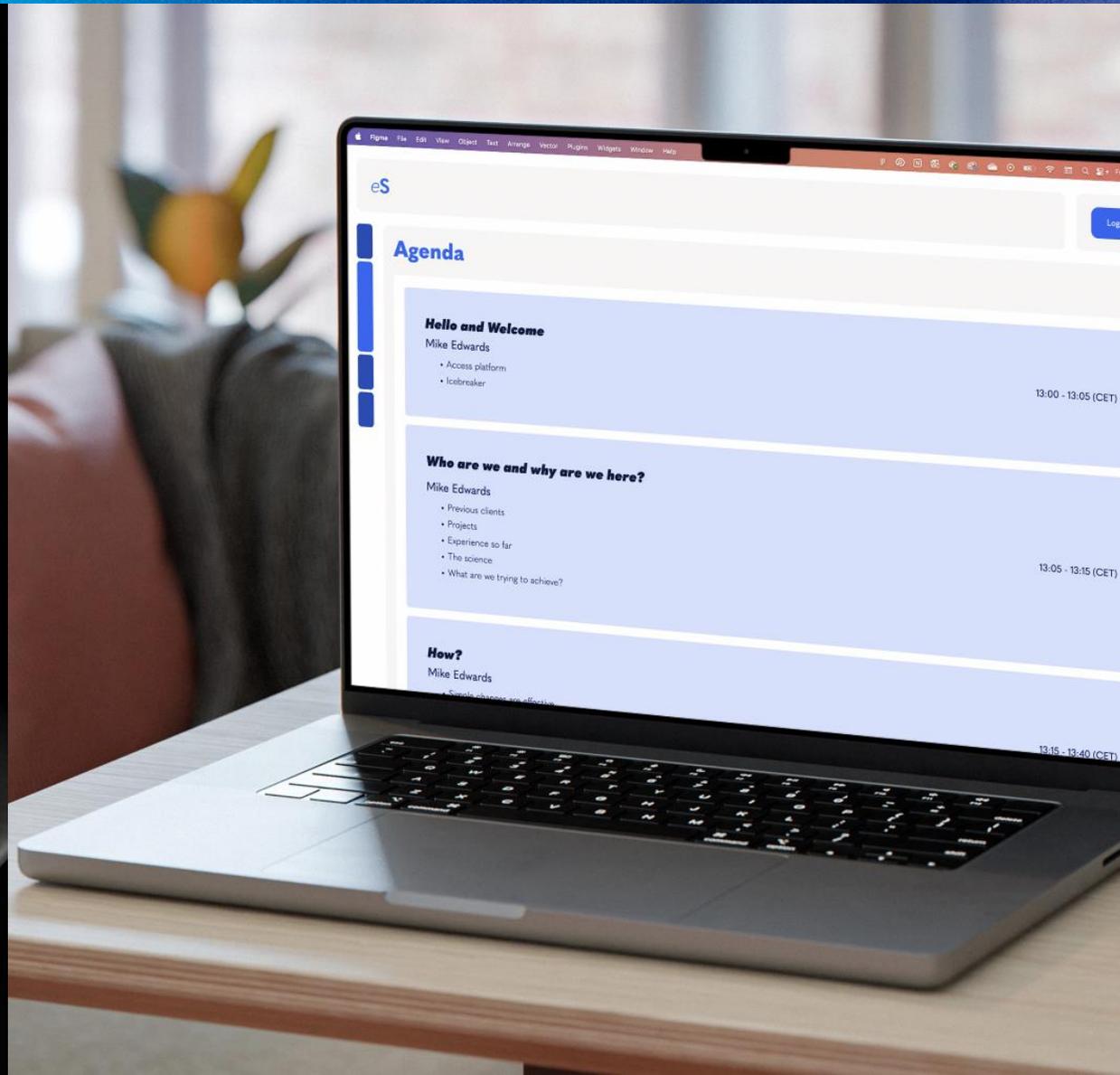
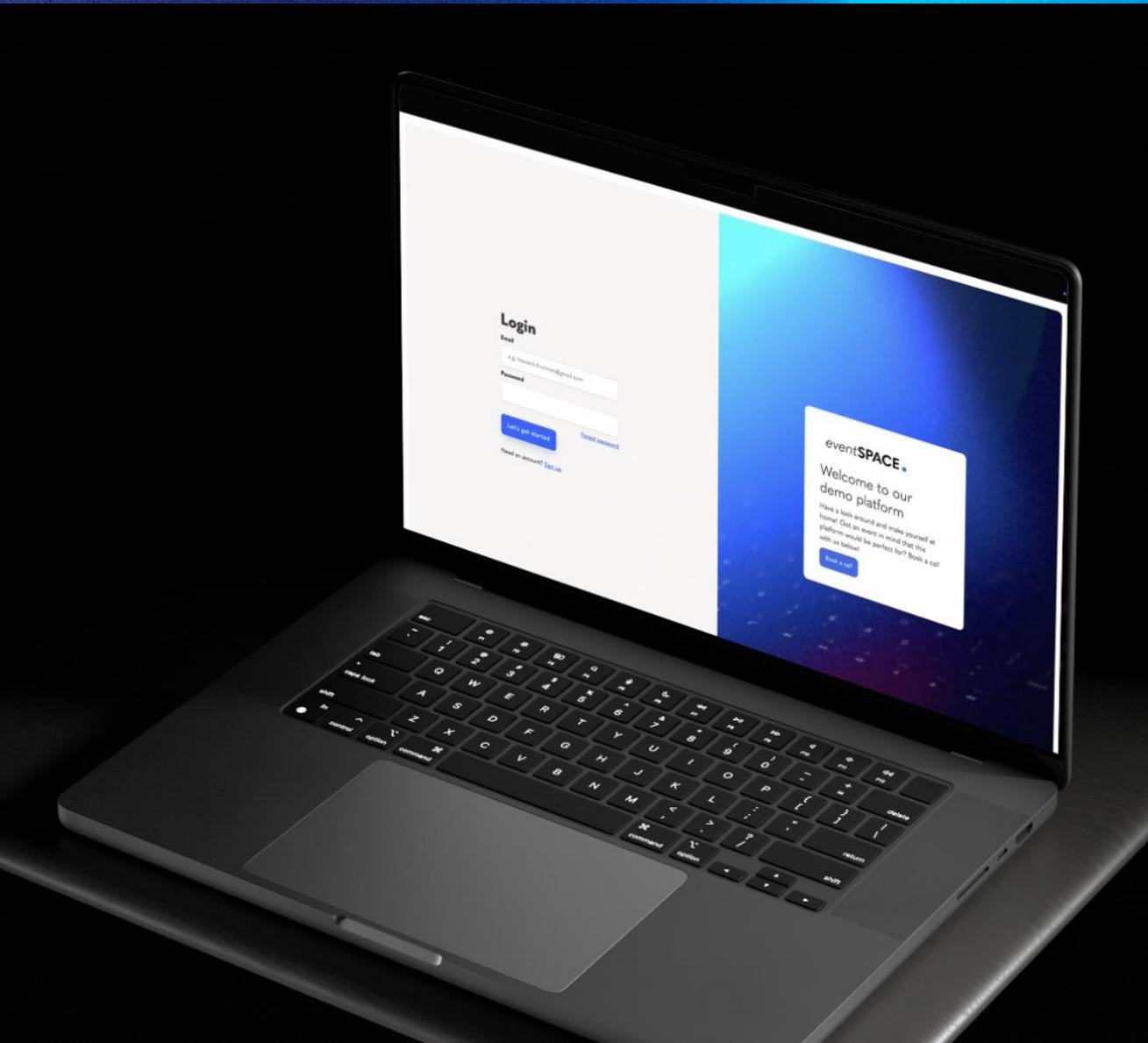


Every technology referred too in the slides below can be added to your existing solution



Online platform pre, peri and post

Elevating experience: online platform

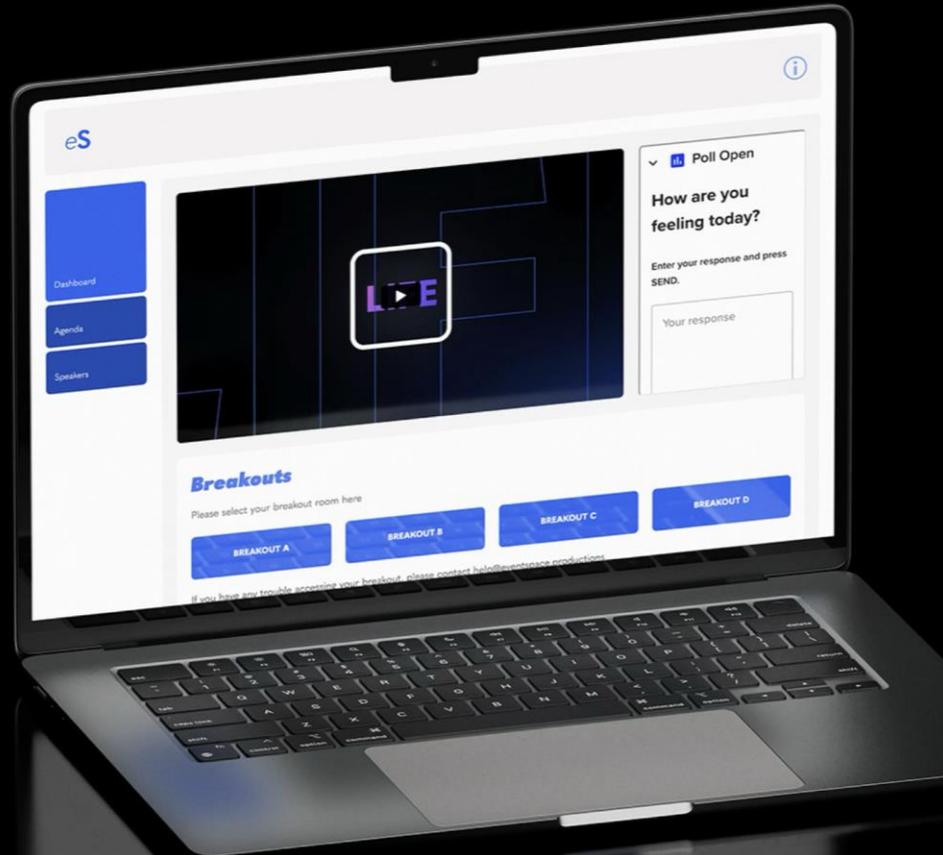


Elevating experience: Online platform

Being the main entry for digital attendees and an indispensable partner for those in-person, hosting event communication whilst captivating your audiences with interactive polls and questionnaires.

The **event platform** is the magic link bringing audiences together, be it in-person, hybrid or virtual.

- Single and multi-user **sign in**
- Single response **polling**
- Note **taking**
- Per session & general **evaluation**
- Push **notifications**
- Embedded video & **live stream**
- Competitive learning **gamification**
- Per attendee **personalisation**
- Word **clouds**
- Speaker and attendee **bios**



tinyurl.com/mv2z3e35

Attendee access can be gated and different experiences activated for different attendee types.

For the virtual attendees we can stream the symposium to the platform and grant access to a virtual exhibition booth.

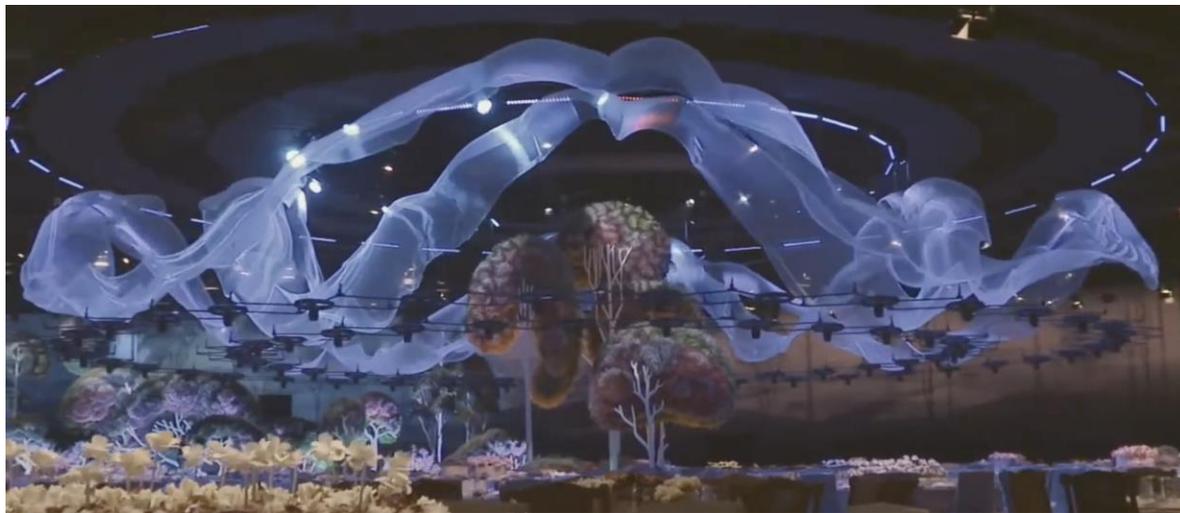
For the physical attendees they can have access to a "Book an appointment" button. So they can book a meeting with Ferring staff at the congress.



Attracting attention from distance



Elevating experience: Feather silk installation



Imagine a booth that doesn't just display your brand, but suspends it literally. Instead of a static hanging banner, picture ultra-light silk drifting overhead in a gentle breeze, dancing on currents of air. From a distance you catch movement, depth and something ethereal drawing eyes long before you're even within reach. Up close, the soft, flowing fabric creates an almost dream-like ambience, turning your booth into a sensory experience, not just a marketing spot. It's not just "see us"; it's "feel intrigued, look upward, come closer."

tinyurl.com/56z547zm



tinyurl.com/3vy2y2m9



<https://tinyurl.com/v8hztetp>



ESMO

GILEAD

GILEAD

Kite

An entrance that activates every sense



Welcome

tinyurl.com/25j4tke2



Elevating experience: Transparent micro LED holographic

Projection on fog (also known as holographic mist projection or fog screen projection) creates floating, interactive visuals in mid-air by projecting images onto a fine mist of water vapor.

- True floating holographic effect
- Low residue and safe for indoor use
- High brightness and visibility
- High resolution supported
- Interactivity and motion tracking
- Can be felt and smelt via the moisture and added scents

Pros

- ✓ New
- ✓ Feels like magic
- ✓ 360 viewing angle
- ✓ Uses any content
- ✓ Proximity (walk through)

Cons

X None :)

DRIVING CHANGE FOR
LONG-TERM HEALTH
TAKES UNORDINARY
APPROACHES

tinyurl.com/yeyunety



Deloitte Anda Mitra

Mixed reality keeps attendees present



Elevating experience: Vision pro headset experience

Apple's Vision Pro headset is a spatial computing device that blends digital content with the real world, making it an innovative tool for live events, exhibitions, and trade shows. The combination of VR and AR means that real objects can come to life in new and exciting ways.

- Unparalleled image quality
- Live experience sharing
- High brightness and visibility
- Scalability
- Customisable 3D content that can be reused
- Interactivity and smart features through multiple apps

Pros

- ✓ Live control
- ✓ Compact and portable
- ✓ Scalable
- ✓ Best in market visuals
- ✓ Real-time pass-through

Cons

- X 1 per user
- X Requires a guide
- X Custom content



tinyurl.com/3atv8uav

eventSPACE



Files



Encounter Dinosaurs



Idea



Cloud



Disney+



Netflix

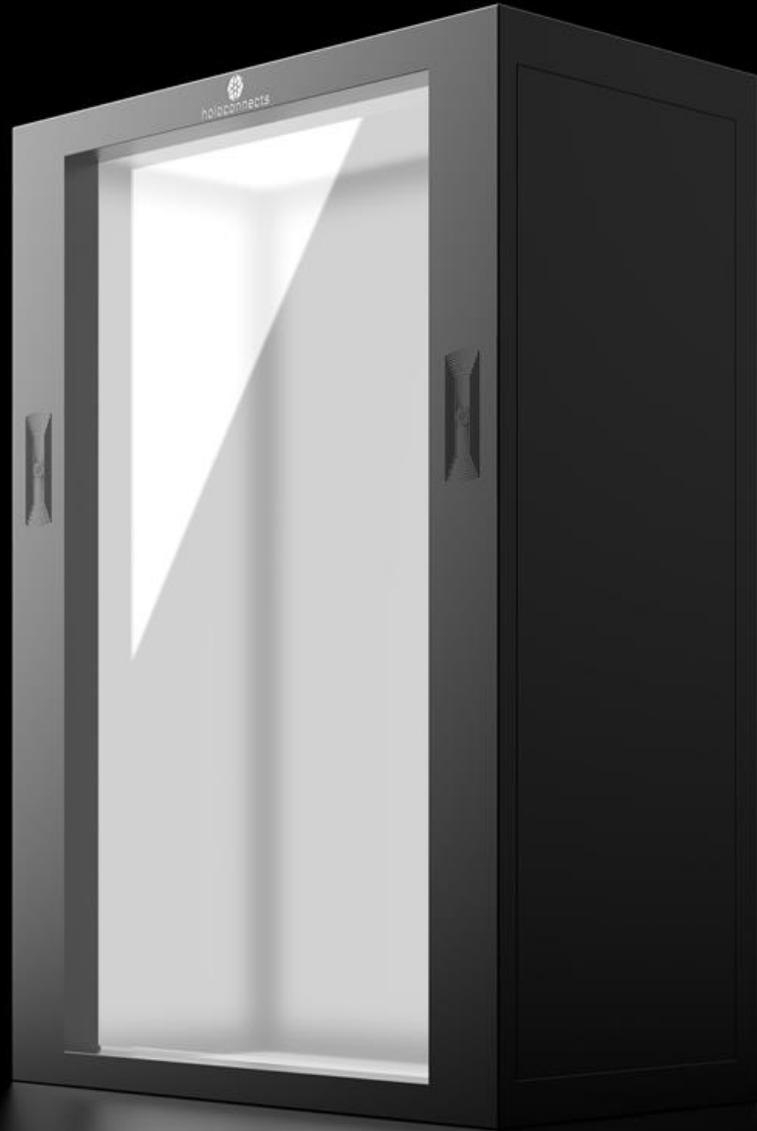


Teams



Zoom

Virtual experts, in person?



Elevating experience: Holographic boxes

Enhancing communication through cutting-edge technology, a holographic box creates immersive and interactive experiences that captivate and engage. They can be used to present holographic images on a life-sized display. with a screen of 86" you can play out prerecorded or live-streamed content of people, large 3D graphics of products, timelines and much more.

- 3D Holographic visuals
- Anti-glare surfaces
- Wider viewing angles
- Built-in speakers for isolated audio experiences
- True holographic
- Interactivity and smart features
- Live stream in presenters/experts from anywhere in the world to answer questions

Pros

- ✓ High resolution visuals
- ✓ Interactive
- ✓ The human factor
- ✓ Enhanced storytelling
- ✓ Size creates impact

Cons

- X Case requires space
- X Required viewing angle

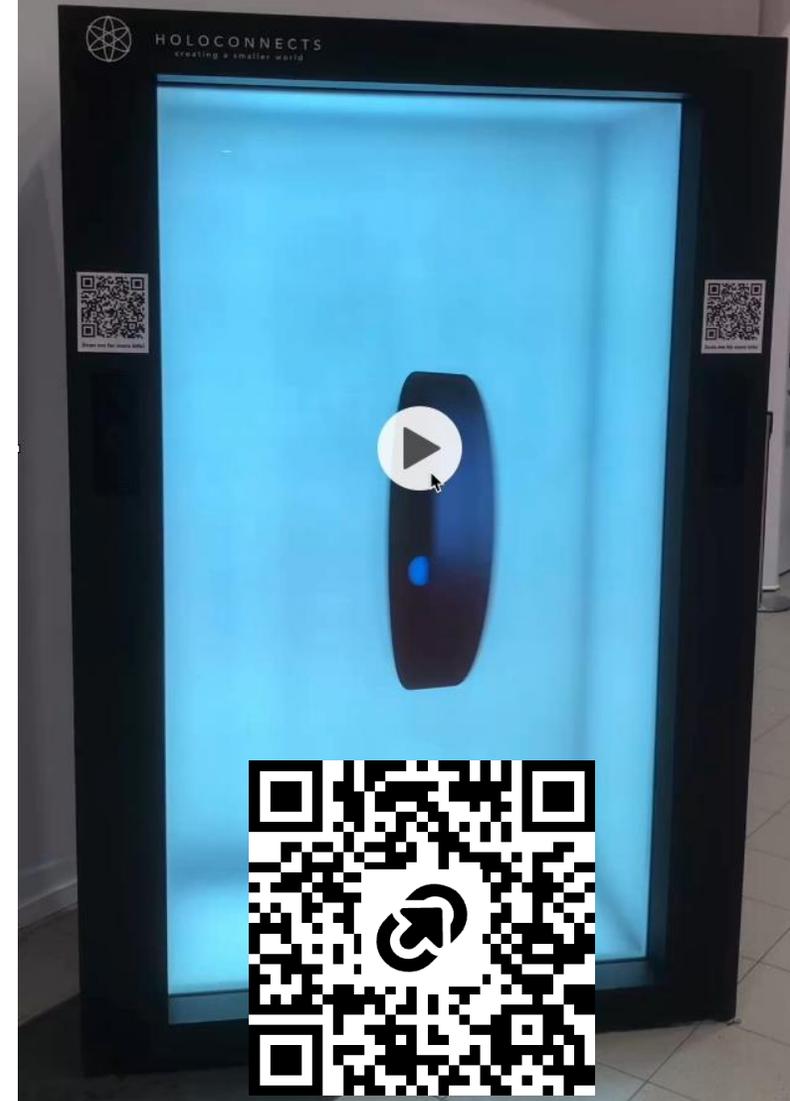
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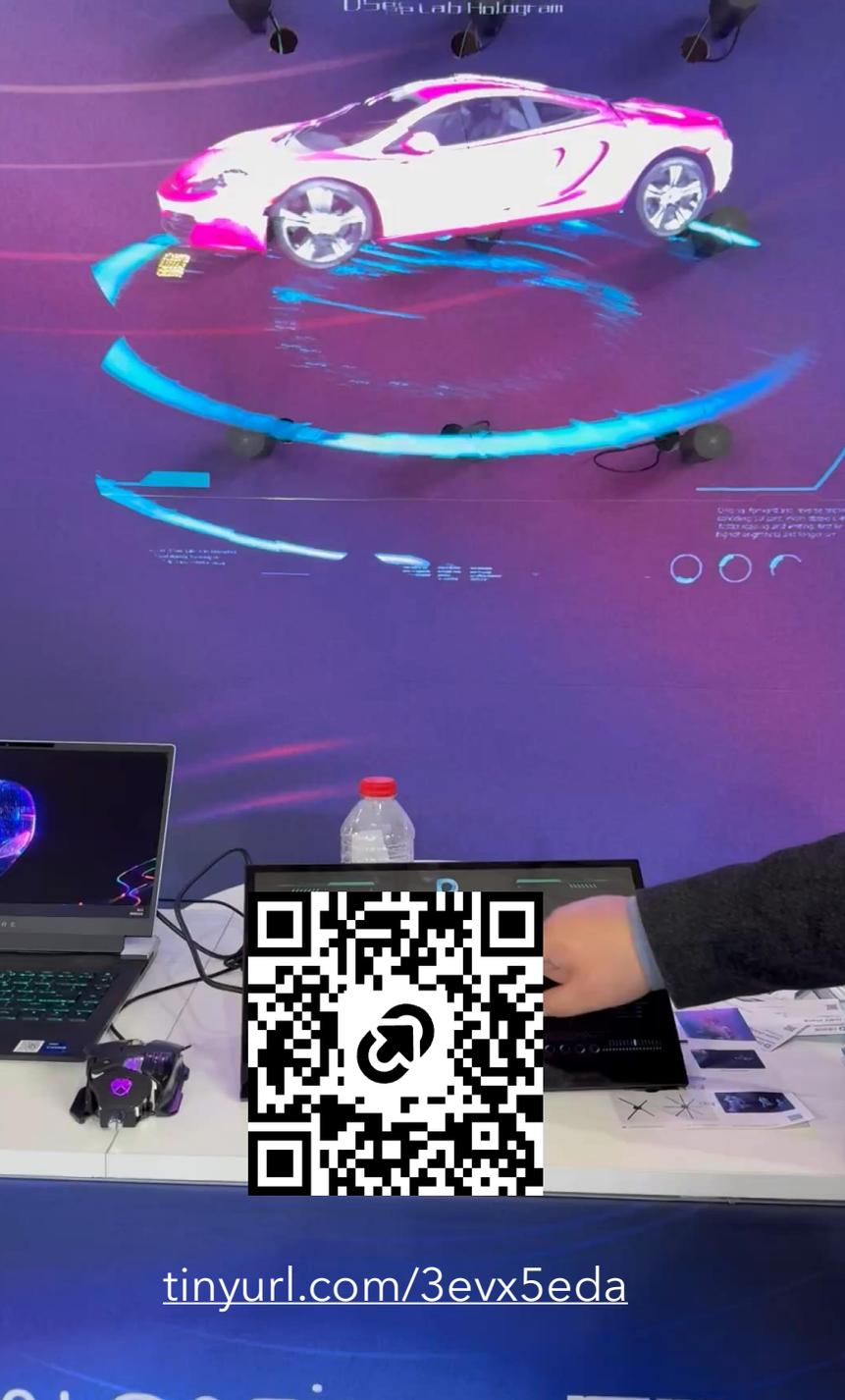
tinyurl.com/bdf7ztmu



tinyurl.com/fdruaf38



Holographic fans are the tech of today



Elevating experience: Fan powered hologram

Holographic fan-powered showcases use LED-powered rotating blades to create 3D floating visuals that appear as holograms. They are increasingly popular for product displays, retail experiences, trade shows, and live events.

- 3D holographic visuals
- Compact and portable
- High brightness and visibility
- Customisable content
- Interactivity and smart features
- Scalability

Pros

- ✓ Live control
- ✓ Compact & Portable
- ✓ Scalable
- ✓ Cost effective vs traditional holograms

Cons

- X Proximity (not close)
- X Loud
- X Custom content

tinyurl.com/3evx5eda

Semaglutide drives change in metabolic and cardiovascular health



Explore our pipeline and molecules

Medical Affairs

20%
in patients with
overweight/obesity
and ASCVD*



Heart protection starts early¹⁷
and independent of

EASD EFSD

wegovy[®]
goes beyond

OZEMPIC
semaglutide injection

New EMA label update: Now includes PAD in T2D*

Only Ozempic[®] has proven functional benefits in peripheral artery disease (PAD)*



tinyurl.com/2tppm7t9



VERTEX THE SCIENCE OF POSSIBILITY

Medical Affairs

novonordisk

HINDBRAIN

HYPOPHALAMUS



AstraZeneca

forxiga
(dapagliflozin)

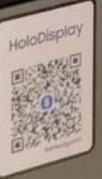
AstraZeneca

Trace the links between obesity and health

Research & Development

Future technology

tinyurl.com/4849jbmr



Elevating experience: Holodisplay installation

Enhancing communication through cutting-edge technology, a holographic box creates immersive and interactive experiences that captivate and engage. They can be used to present holographic images on a life-sized display. with a screen of 86" you can play out prerecorded or live-streamed content of people, large 3D graphics of products, timelines and much more.

- 3000 nits of brightness
- AI object recognition
- Anti ghost screen
- Anti-reflection
- Ideal for walking experiences
- Can be networked together
- Light and transportable



Pros

- ✓ New
- ✓ Feels like magic
- ✓ Cost effective vs traditional holograms
- ✓ High-fidelity graphics
- ✓ Live control or not

Cons

- X Available 2025/26
- X Specific viewing angles
- X Case requires space

Elevating experience: Transparent micro LED holographic

Is the future of display technology Transparent Micro LED is an advanced display technology that uses microscopic light-emitting diodes (LEDs) on a transparent substrate, enabling see-through displays with high brightness, low power consumption, and superior image quality.

- High transparency (Up to 90%)
- Self-emissive and no backlight needed
- Ultra-thin and lightweight design
- Scalable and modular construction
- Seamless integration with real-world environments
- Creates a futuristic, high-tech experience
- Low power consumption and longevity

Pros

- ✓ Live control
- ✓ Can be compact and portable
- ✓ Scalable
- ✓ Cost effective vs traditional holograms
- ✓ Can use any content

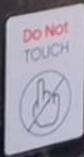
Cons

- X Not available until late 2026



tinyurl.com/yzcnxcbf

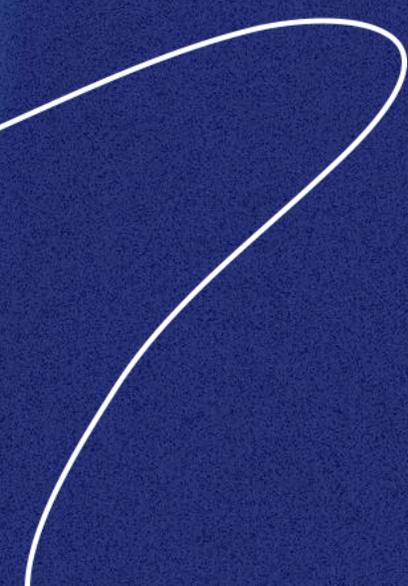
Happy New Year



NATIONAL MUSEUM



precision & performance



Our approach to project management

Dedicated leadership & partnership

- Every project has a senior lead supported by a day-to-day team.
- The team blends strategic insight with hands-on project leadership, ensuring seamless delivery.

Immersive research & insight

- We quickly embed into your brand and landscape. This allows us to provide timely, evidence-based and creatively-inspired recommendations that align with client goals.

Rigorous quality & compliance

- All work adheres to client sops, brand guidelines, and regulatory standards.
- Each deliverable undergoes a structured quality check process overseen by senior team members.

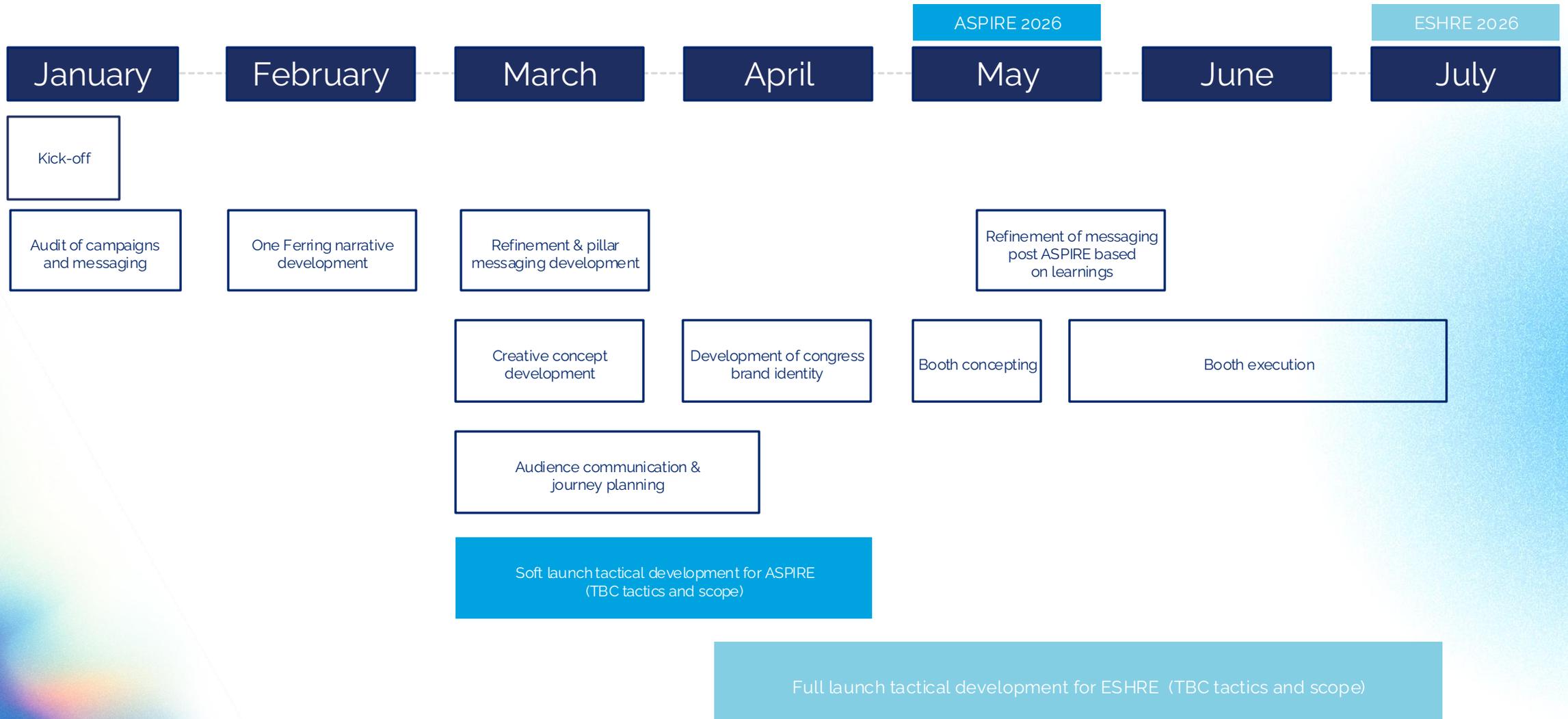
Clear roadmaps & transparent communication

- We build logical project phases with clear timelines.
- Regular status reports, weekly check-ins, and call agendas keep stakeholders aligned and aware of upcoming milestones.

Proactive tracking & accountability

- Progress is tracked weekly with proactive alerts if scope or timelines shift
- Budget alignment is monitored continuously, with monthly reconciliations through to project completion.

Overview of project milestones



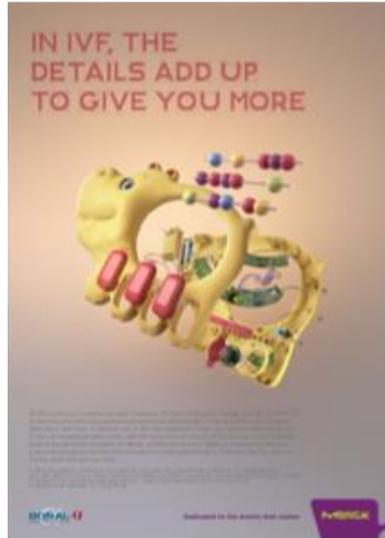


partnership



progress

Our team have significant fertility expertise (historical)

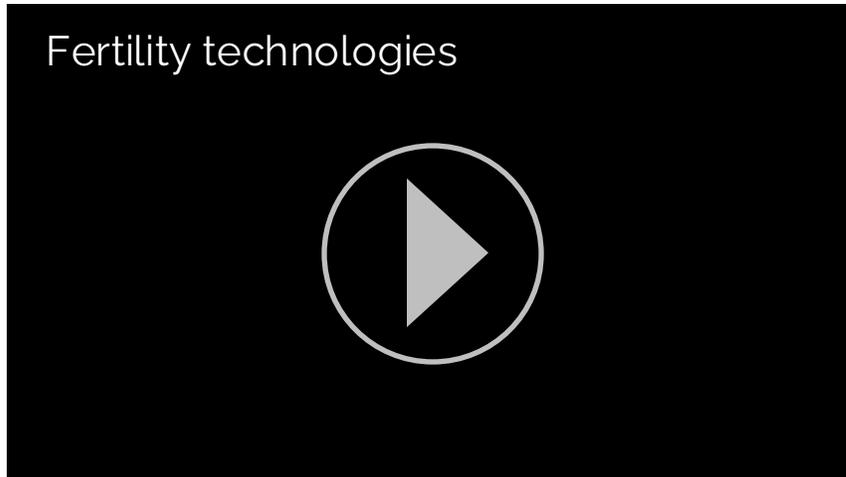


When Merck needed to unify their ART portfolio, key members of our team were responsible for the strategy, programme management, creative ideation and execution – including subsequent and concurrent activities with PAGs and the Merck Fertility technologies business.

Scream4ivf



Fertility technologies



Case study: commercial congress communication strategy

The ask

To develop a **portfolio level congress strategy** including narrative, messaging and tactical execution.

The approach needed to include the 2 key brands within the clients cv portfolio whilst tying the story together via a red thread.

Utilising this to **inform on-site advertising opportunities as traffic drivers to brand level content on the booth.**

The solution

Development of a common narrative for the portfolio that acted as a red thread for the brands whilst still allowing them to communicate their own individual story and messages.

The narrative informed the focus for cross-brand opportunities such as advertising within the congress venue, whilst encouraging delegates to learn more by visiting the booth itself.

The impact

A unified portfolio approach, developed as a driver to the individual brand conversations and highlighted the client organization as a committed and trusted partner in the CV space.

Case study: commercial congress communication strategy

The communication strategy:

Our task was to explore how 2 brands at different stages of their life cycle with different purposes and positionings could work together. One brand was much further in its lifecycle and communicated with a more patient centric approach with emotive storytelling and the other brand much earlier it is lifecycle focused on bold, impact messaging. We needed to explore a synergy that tied both together.

Brand x focus:

The assured choice for you and your elderly AF patients

Brand y focus:

Do more, faster by adding on brand y

Common theme: persistence

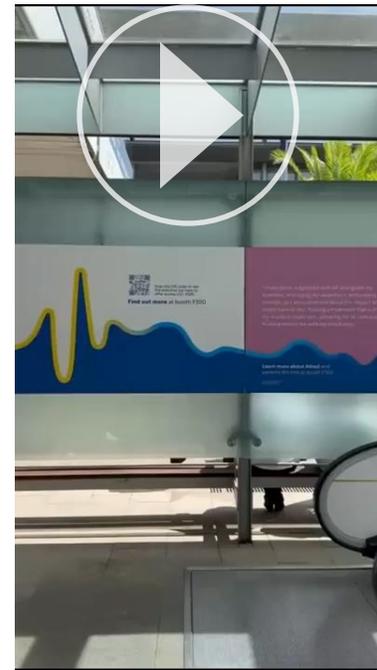
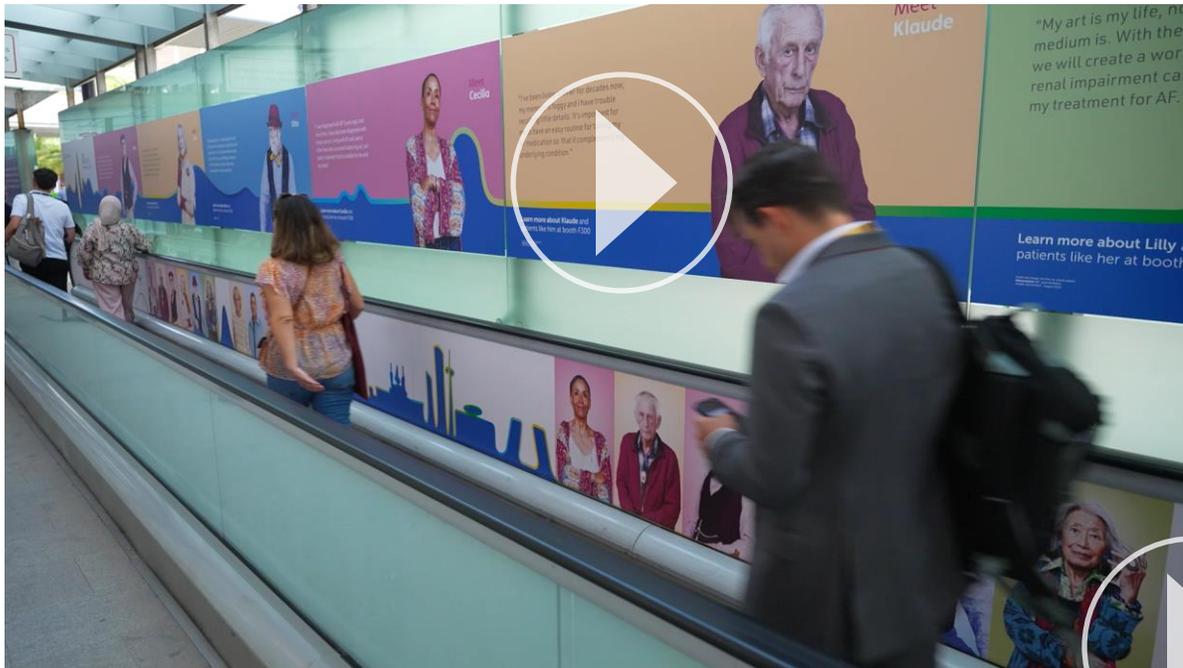
The connection between 'assurance' (brand x) and 'doing more' (brand y) was persistence.

Assurance provides confidence, motivation and the resilience needed to persist in the face of challenge, enabling individuals to achieve goals and continuously strive to **do more**.

Sentiment:

**Together, we
persist for patients**

Case study: commercial congress communication strategy

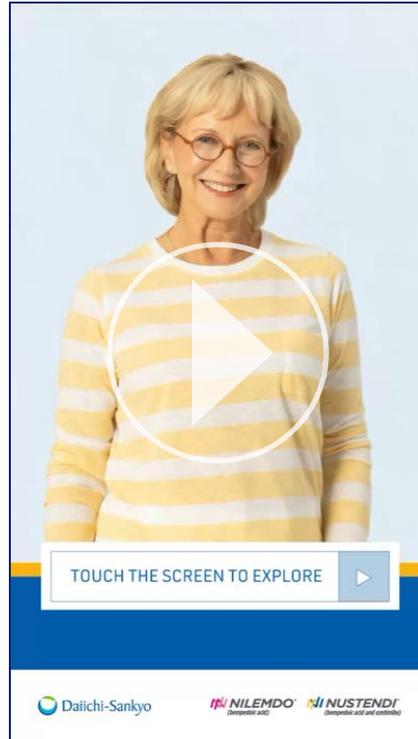
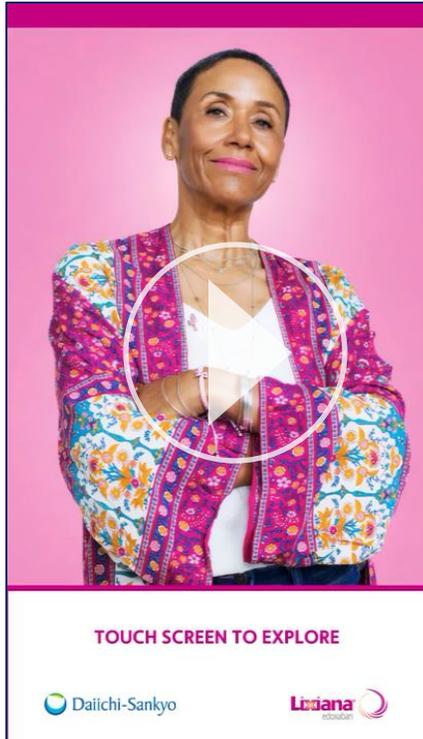


Execution of the strategy:

The campaigns for both brands were focused on a variety of patient profiles. Utilising the unique stories of the patients we developed their own 'persistence' story.

The stories were framed around how the HCPs who care for them, persist for them. The stories were a recognition to the doctors on their efforts to support patients. The patient stories were displayed amongst the on-site advertising and encouraged delegates to go hear more about their stories at the booth.

Case study: commercial congress communication strategy



Execution of the strategy:

Having seen the patient stories outside of the congress hall, delegates were encouraged to find out more at the booth itself.

When arriving at the booth delegates were able to interact with AI generated versions of the patients to hear more about their stories and how the branded treatments have supported them.

When on the booth, delegates were also encouraged to order a coffee from the 'patient' menu – the coffee cup design denoting the patient that had been chosen, given the booth representatives a visual cue to start their conversation with the delegate about that specific patient.



Case study: hybrid one-day symposium

The ask

To deliver a **1-day symposium experience** that brought the latest data to life across **a portfolio of three therapy areas** — all in a way that felt fresh, connected and memorable.

The goal was to engage **both in-person and virtual attendees**, spark meaningful expert discussion, and generate genuine insight. The programme needed to seamlessly connect three distinct portfolios into one cohesive story — not just to share data, but to create an experience that **inspired participation and excitement.**

The solution

We created a stage that was conducive to both expert discussions and data presentation, with high quality TV-style production. Partnering closely with co-chairs and speakers, we shaped the meeting into **an engaging, talk-show style experience.**

To sustain momentum throughout the day, we introduced a **live conference commentary segment** featuring live interviews with key experts during breaks.

To enhance the experience and engagement throughout we:

- **Enhanced the visualisations** of the presentations to maintain engagement on- and off-line
- Employed the **use of interactive technology** to maximise engagement

The impact

Building on its initial success, the programme was extended for additional years and has since become a **gold-standard approach.**

Attendee feedback has remained consistently strong, with overall meeting ratings of **4.5-4.7 / 5.0.**

Exceptional engagement, an average of 300 questions submitted by the audience for panel discussion each year.

Case study: hybrid one-day symposium



“Amazing session, very well thought agenda and pioneer with the meeting format”

“It was a pleasure to be involved. You assembled a truly world class group of speakers who were fantastic.”

“The lead up to the meeting was detailed and thorough (as usual) and the production was excellent. The teams involved were all great.”



Thank You