



YOUR INTERNATIONAL PARTNER for Congresses, Events and Communication

**EVENTS IN-PERSON,
HYBRID OR DIGITAL?**
TRENDS AND PERSPECTIVES
FROM THE SPONSORS



COMPANY REPRESENTATIVES

208

9

QUESTIONS

ANSWERS

1.872

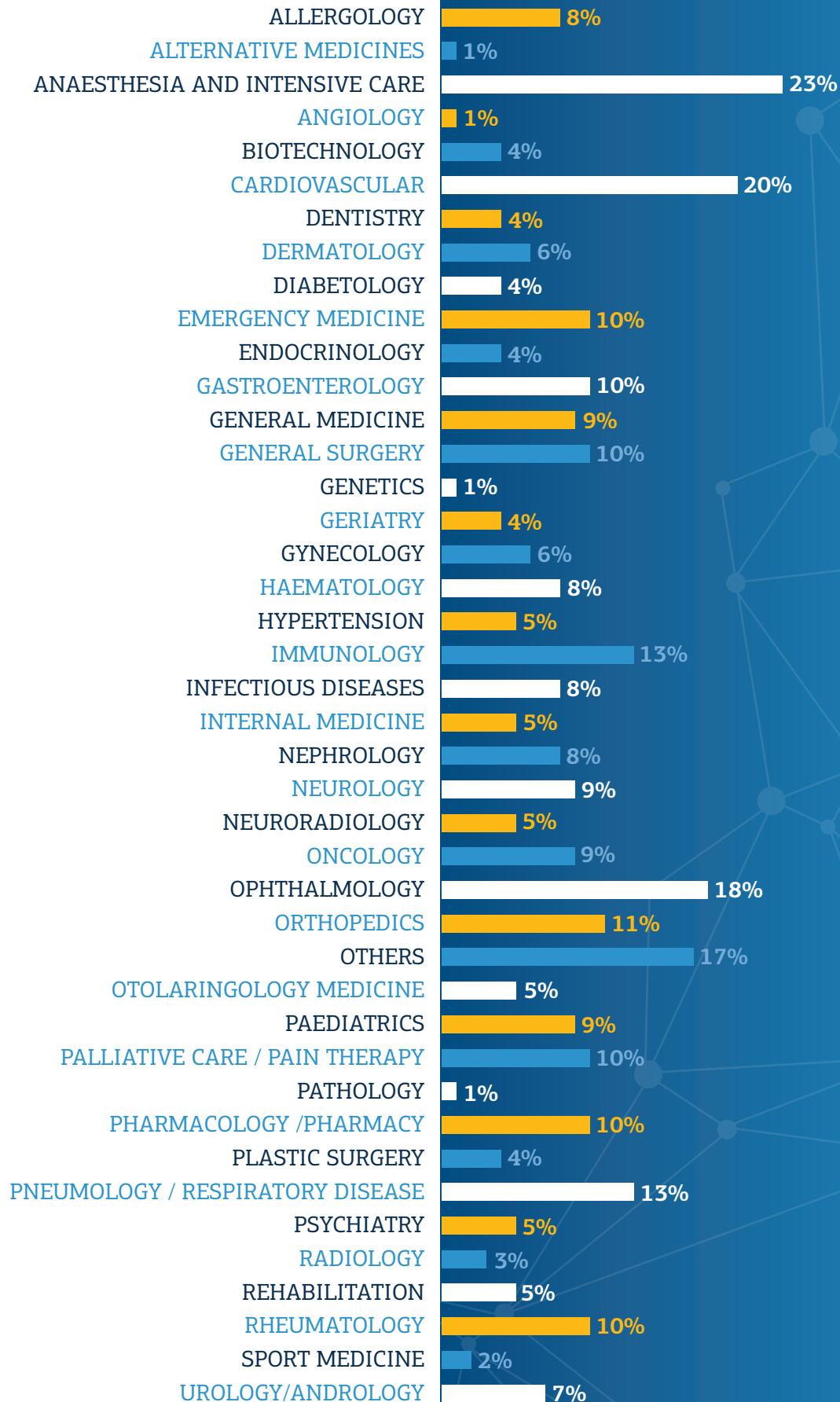
We are at a turning point, with the reopening of in-person events and the planning of events for next autumn. At this juncture, we considered it would be useful to ask corporate decision makers who sponsor events to understand their attitudes and desires and devise solutions and projects more in line with the expectations of the market. The survey *Events in-person, hybrid or digital? Trends and perspectives from the Sponsors* captured the viewpoints from over 200 representatives of pharmaceutical and biopharma companies from across all therapeutic areas.

The results of the survey are very interesting and encouraging because they reveal first and foremost that companies continue to believe in the benefits of in-person events and are keen to invest in this tool going forward. From the analysis of the responses and from the dialogue that we carried out with company representatives, we clearly noticed a strong trend to favour the return to in-person events, or at least to some sort of hybrid formats. In addition we noted that enriching virtual aspects of meetings with new engagement tools was also considered important. With this in mind, we can predict that events next autumn will involve a move towards

more sophisticated event features, which we are calling “an augmented event”. This combines some typical advantages of the online platform - such as access anywhere, any day and time and an expansion of the audience – combined with the strengths of in-persons events with an ability to involve delegates, transmit content more effectively and strengthen networking and relationships. The pandemic will act as a game changer for the events market, where the experimentation, innovation, flexibility and courage evident during the pandemic, is now paving the way for new formats to evolve, adapting them even more to the specific needs of each target and client. The new formats are also drawing inspiration from different sectors such as TV, gaming, trade fairs, etc.), allowing the event organisers identify the best solution to obtain the desired results, changing not only the format (in-person, virtual or hybrid) but also the duration and schedule planning, the interaction among participants, the communication before, during and after the event. In short, we are seeing several positive signs that suggest that, once the pandemic is over, that events will emerge from the crisis stronger and even more effective.

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THERAPEUTICS AREAS



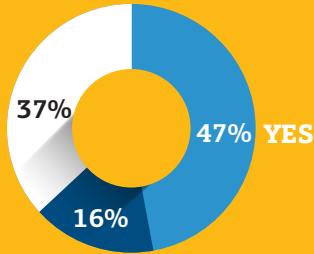
EVENTS IN-PERSON,
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01

Are you planning to attend events in person as multisponsor/monosponsor between September/December 2021?

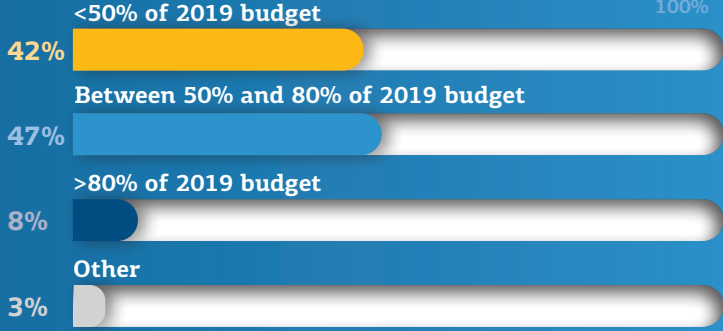
ATTENDANCE FOR EVENTS IN AUTUMN IS STILL TO BE PLANNED



NO, IN PERSON ATTENDANCE WILL NOT BE POSSIBLE IN 2021

02

Compared to 2019, the expected sponsorship budget in 2021 will approximately be:



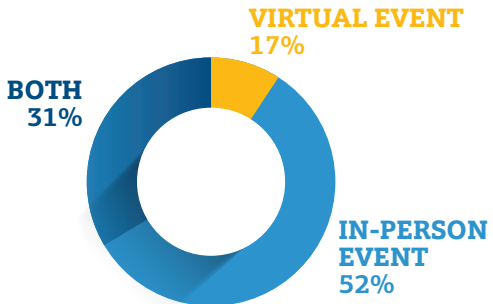
03

In 2021 investments on events will be planned:



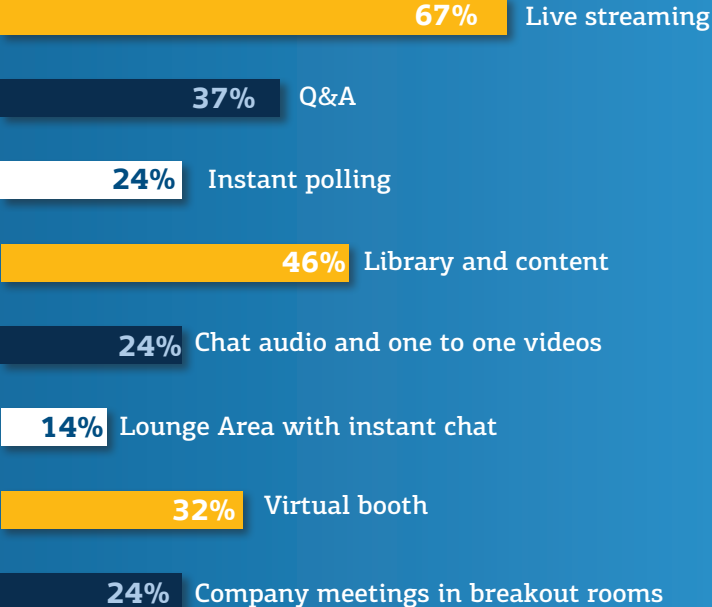
04

If attending a hybrid event, would you rather participate to:



05

In the case of a hybrid event, what kind of visibility should be active on the virtual platform?



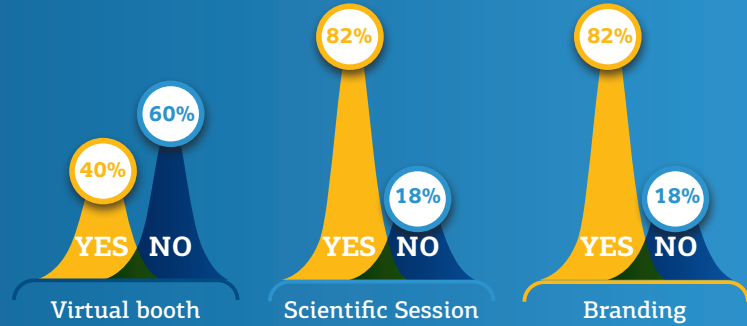
06

Please choose the most suitable duration for a virtual event:



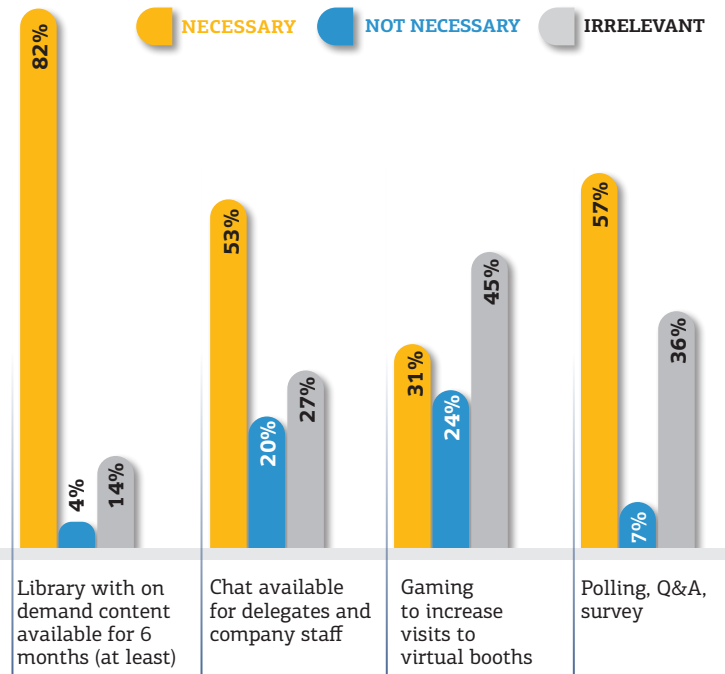
07

According to your experience in 2020, in case of a virtual event please select your preferred type of sponsorship:



08

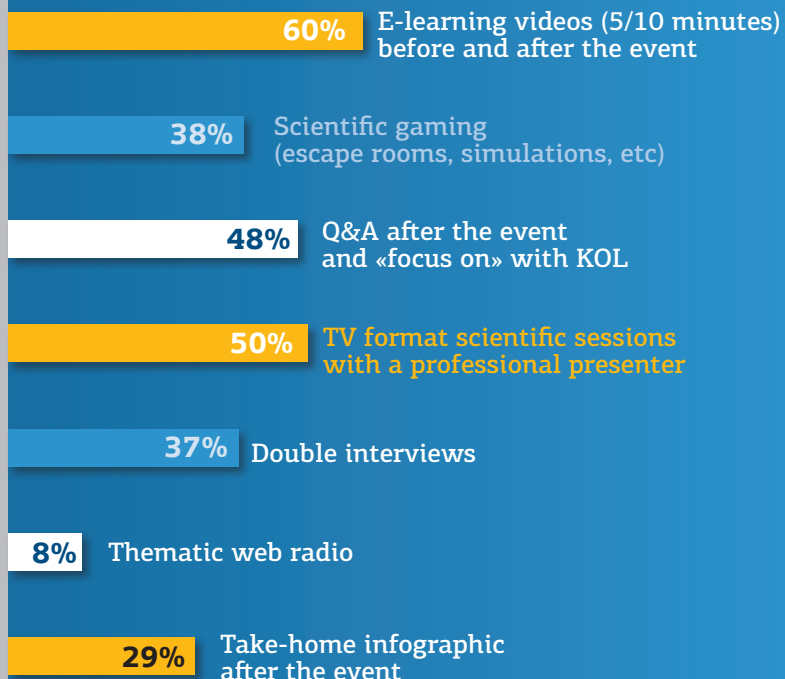
Which "extra" technical features should be included in a virtual platform?



09

According to the experience gained in 2020, AIM Group International has developed new scientific formats to make virtual content more appealing.

Which of the following formats do you consider more interesting in terms of sponsorship?



THANKS

TO THE COMPANIES WHO RESPONDED TO OUR SURVEY

BAUSCH & LOMB - IOM SPA

3M

ABBOTT

ADI

ADLER ORTHO

AFERETICA SRL

ALFASIGMA

ALK ABELLÒ

AMGEN

AMOMED PHARMA SRL

B BRAUN

BAXTER

BAYER

BIOTEST ITALIA SRL

BIOTRONIK ITALIA SPA

BMS

CANÈ MEDICAL TECHNOLOGY SPA

CARL ZEISS SPA

CHIESI ITALIA

COMPAGNIA ITALIANA OFTALMOLOGICA

COOK

DAIICHI SANKYO ITALIA SPA

DOC

DOMPÉ

DORC

EDWARDS

EPITECH GROUP

ESSITY ITALY

EUKON - SMT

EVOLUZIONE SRL

FRESENIUS MEDICAL CARE ITALIA S.P.A.

GALENO SOCIETÀ MUTUA COOPERATIVA

GE HEALTHCARE

GEM

GRIFOLS ITALIA S.P.A.

GRUNENTHAL

GSK

GUERBET SPA

HAROL SRL

HEINE OPTOTECHNIK

HUMANA

INNOVA HTS

INTERSURGICAL SPA

JANSSEN

JERGOSOFT

JNJ

JOHNSON & JOHNSON SURGICAL VISION

KARDIA

KARL STORZ ENDOSCOPIA ITALIA SRL

KYOWA KIRIN

LABORATORI GUIDOTTI S.P.A.

LABORATORIO FARMACEUTICO C.T.

LUMED

MEDACTA

MEDTRONIC

MINDRAY MEDICAZL ITALY SRL

MSD

MT ORTHO

MULTIOSSIGEN SPA

NEW TECH S.P.A.

NIDEK MEDICAL SRL

NOVARTIS

ORGANON AT MSD

PFIZER

PIRAMAL CRITICAL CARE ITALIA

SAMOT RAGUSA ONLUS

SANDOZ

SANOFI

SERVIZIO DI INFORMAZIONE SANITARIA

PER I TESTIMONI DI GEOVA

SIFI

SUNMEDICAL

TAKEDA

TELEFLEX

TEVA

THERMO FISHER SCIENTIFIC

TILLOMED ITALIA S.R.L.

UCB

VISUFARMA S.P.A.

WERFEN



AIM
GROUP
INTERNATIONAL

