

attendify + AstraZeneca 

CUSTOMER SUCCESS STORY

# How AstraZeneca Uses Event Marketing to Connect a Global Team

## THE BACKSTORY

With operations in over 100 countries around the world, AstraZeneca is not only one of the largest pharmaceutical companies, it's also one of the most global. So when the company wants to discuss health topics, engage employees, and shape the future of the company, it's essential for the team to meet in person.

The Global Commercial Excellence Summit (GCE) brings AstraZeneca's employees together, allowing team members to work together on future projects. Olivier Delannoy, EU Multichannel Marketing Lead at AstraZeneca, believes in the power of this internal event, and recognizes that attending is a significant commitment.

“The event steers and inspires teams to share the latest developments in specific areas. But these events also represent a significant commitment from attendees, and we wanted to organize the event so that attendees got the most out of their time.”



**Olivier Delannoy**

EU Multichannel Marketing Lead Astrazeneca



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INDUSTRY

**Pharmaceutical Biotechnology**

COMPANY LOCATION

**Cambridge, England**

EMPLOYEE COUNT

**50,000+**

ATTENDEES

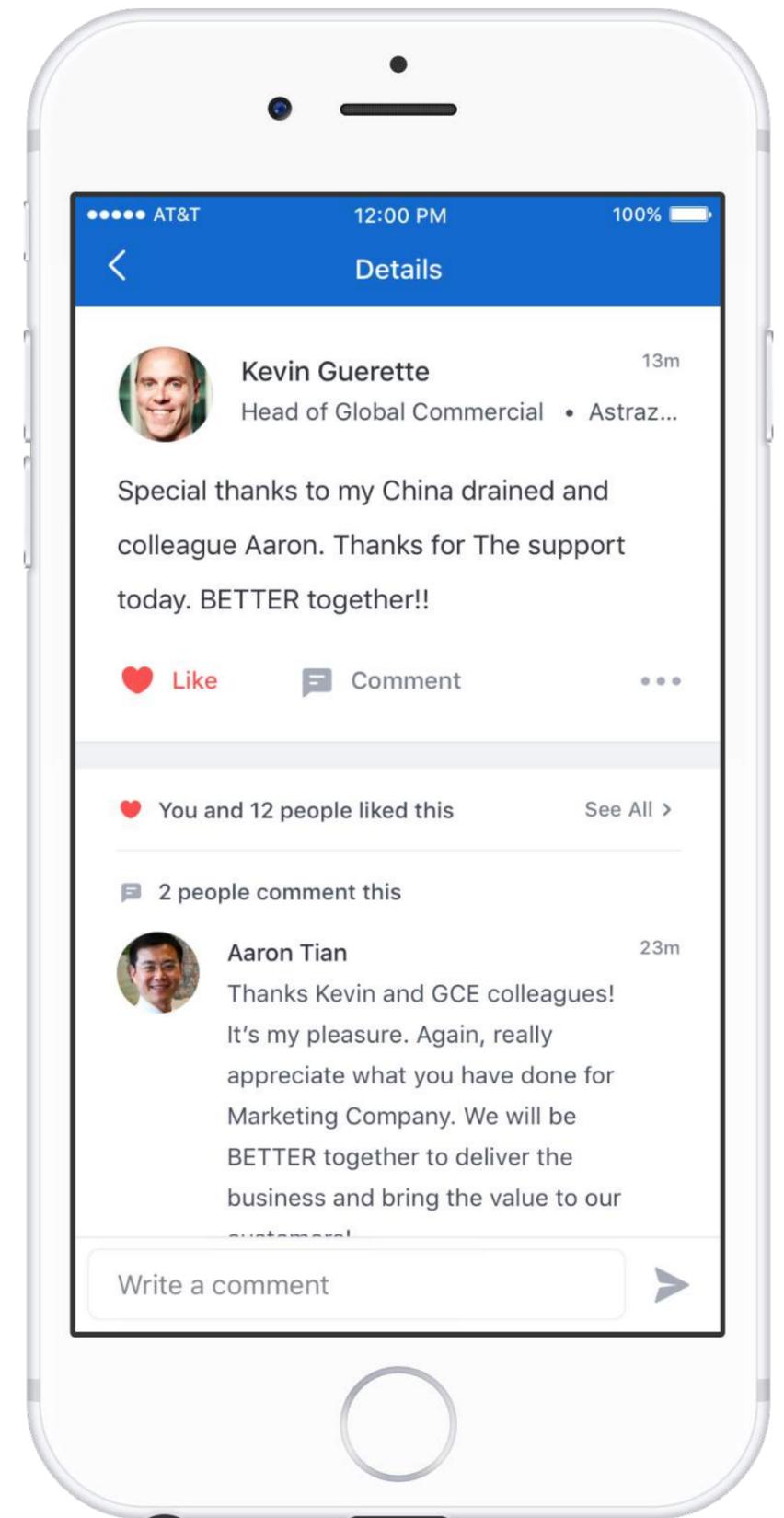
**40,000+**

## THE BACKSTORY

In order to provide the best possible experience to his team members, Delannoy hunted for an event app that would not only be easy to use, but would also catalyze interactivity amongst attendees.

“Events need to be an experience where the way to deliver information counts as much as the information itself,” said Delannoy. “In this context, an event app has the potential to catalyze interactivity and interactions amongst participants.”

Delannoy wanted a simple platform where he could manage interactions, drive engagement, and create a seamless experience for event attendees.



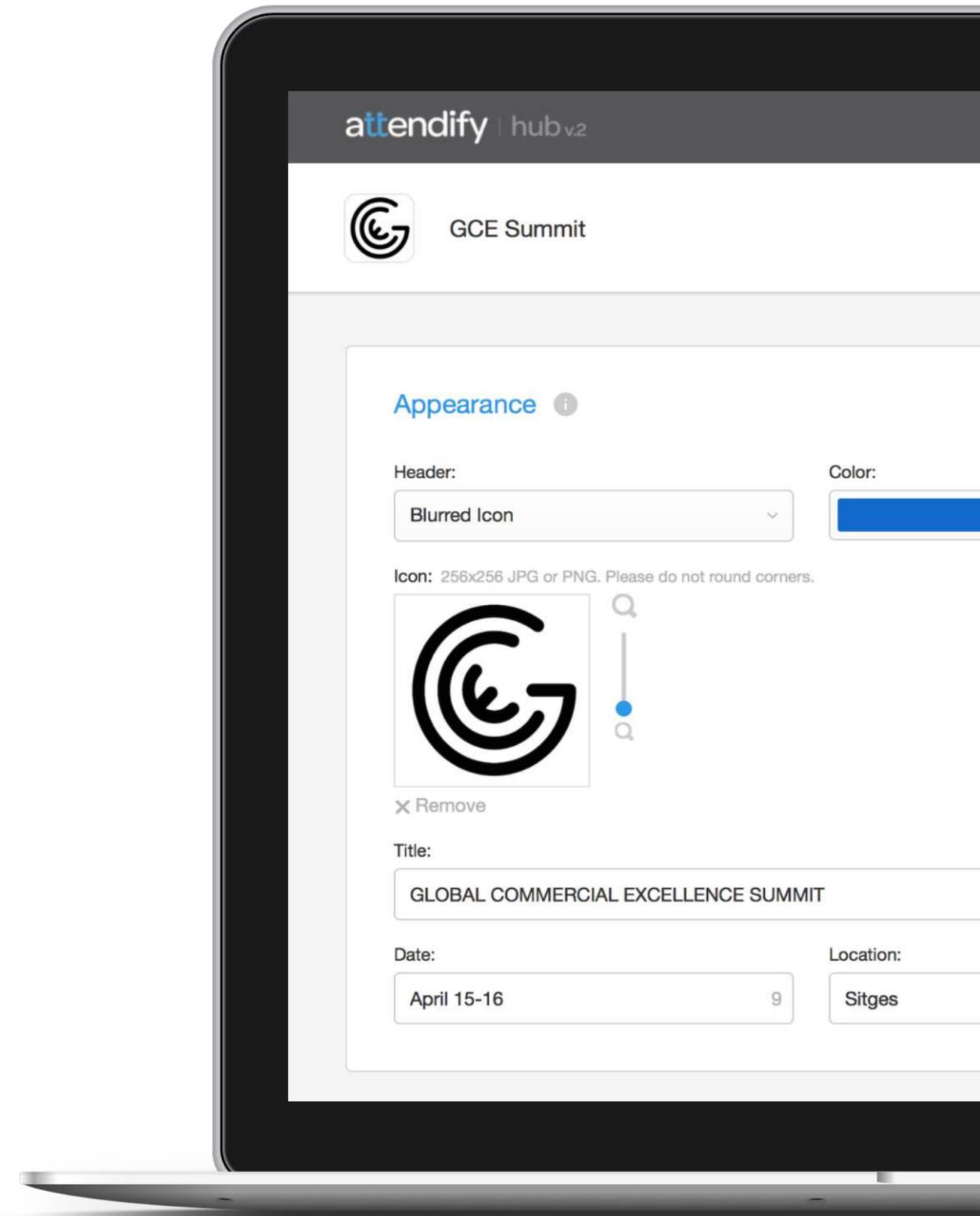
## THE GOAL

# An event experience that drives seamless global interactivity

Delannoy and his team knew they needed an event app to help them reach their goals. “We wanted to make logistical information easy to consume, and complement sessions with additional information,” said Delannoy. “We also wanted our app to have a social element, with the goal of facilitating real-time interactions and feedback during our sessions.”

Delannoy took the time to research a few different products, but was enticed by Attendify because it was easy-to-use, as well as affordable. When selecting vendors, the organizing team focused on the ease of use, affordability, and, most importantly, on the ability of the app to contribute to a more social event experience. After an initial demo of Attendify’s Social App, and Hub management tools, the team had a solid understanding of the platform’s capabilities and confidence that the self-service model offered by Attendify was a good fit.

“Attendify stood out through its online on-demand model, the level of configuration you can apply, its step-by-step approach and the suite of available tools to exactly visualize what you will have at the end of the design process,” said Delannoy.



## THE GOAL

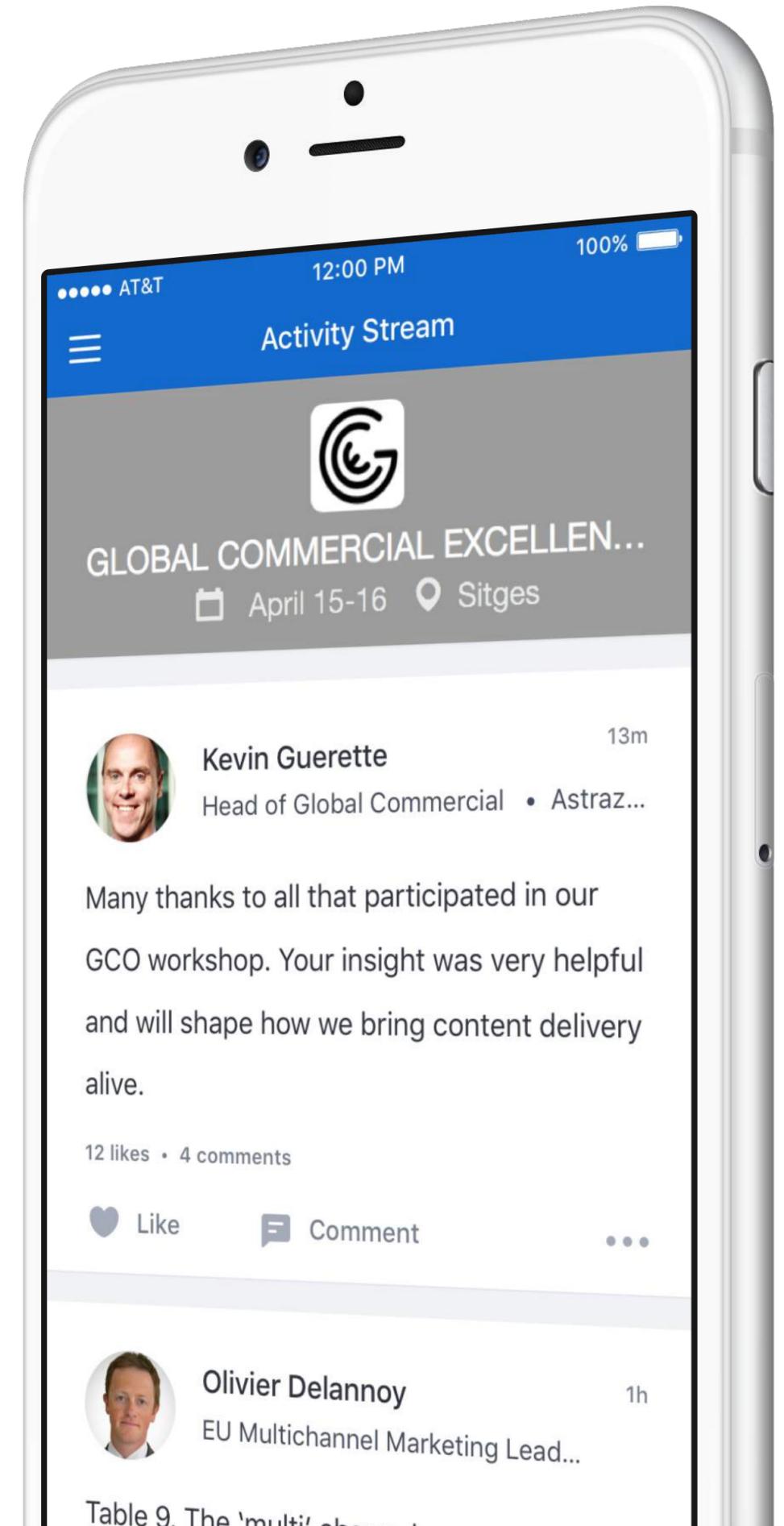
It was also essential that the app was easy to set up. Creating the app and preparing it for publication in the App Store and Google Play took very little time with Attendify's step-by-step app-authoring experience. The team was able to tailor the app to their branding requirements and specific needs for the GCE Summit and preview the app right in the browser. The team also used Attendify's Studio preview app to test the app on their phone prior to submitting.

“The experience has been thoroughly thought out, so not only could attendees enjoy the app, but administration and updating tasks can be performed literally in a couple of minutes. The online interface is simple, easy enough to be used by non-technical-savvy profiles, but also offers access to advanced features when needed.”



**Olivier Delannoy**

EU Multichannel Marketing Lead Astrazeneca



## THE SOLUTION

# An event app that came alive with interactivity, bringing the team together

AstraZeneca was able to create an event app, but the magic happened when attendees began to download the app for the GCE Summit.

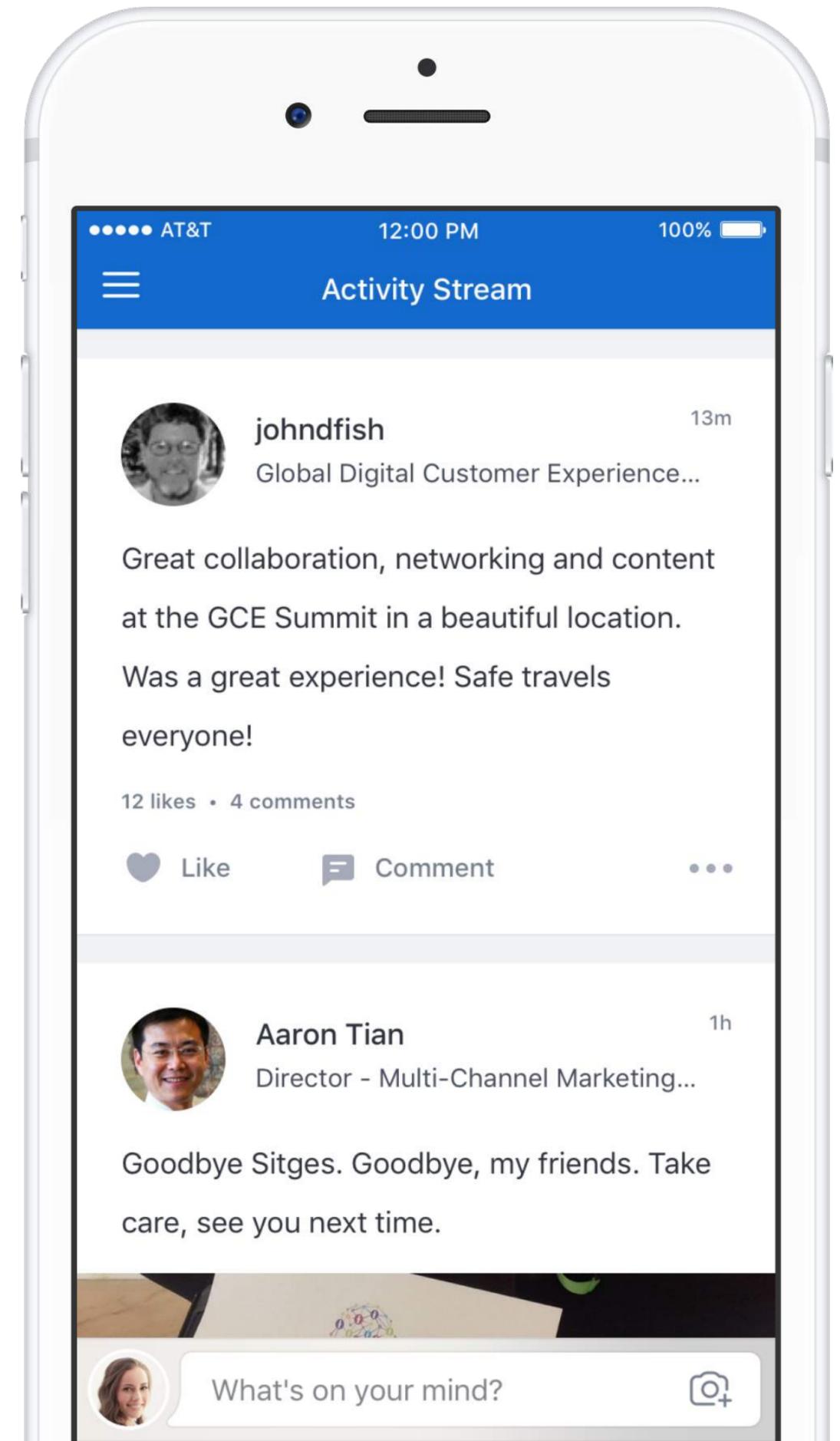
The social timeline came alive with photos, messages, likes, and comments from members of AstraZeneca's Commercial Excellence team several days before the event started.

Attendees introduced themselves on the timeline, posted photos of their travel experiences, and started interacting with likes and comments.

Once the event got started, people shared content with insights into session materials, started discussions, and continued to interact throughout the event. AstraZeneca employees continued using the app for nearly a month after the event, continuing to share photos, messages, and interact with each other.

By the end of the summit, the app had been adopted by 100% of attendees. Users logged in at an average of 55 sessions per user, and 109 photos were posted to the timelines.

In-app content received 629 likes and comments.



## THE SOLUTION

“The social aspect of the app was quickly adopted by our audience because it doesn’t aim at reinventing the wheel but rather simply and naturally mirrors the expected behaviour of other well established social network apps,” said Delannoy. “Social features gives this human touch to your meeting: it makes it fun, interactive, emotional and sharable.”



**Olivier Delannoy**

EU Multichannel Marketing Lead AstraZeneca



## WHAT'S NEXT

# More event apps across AstraZeneca

With one event app under their belt, AstraZeneca is ready to go at it again.

“After the event, I was contacted by colleagues who wanted to reproduce the same experience in their respective markets.”

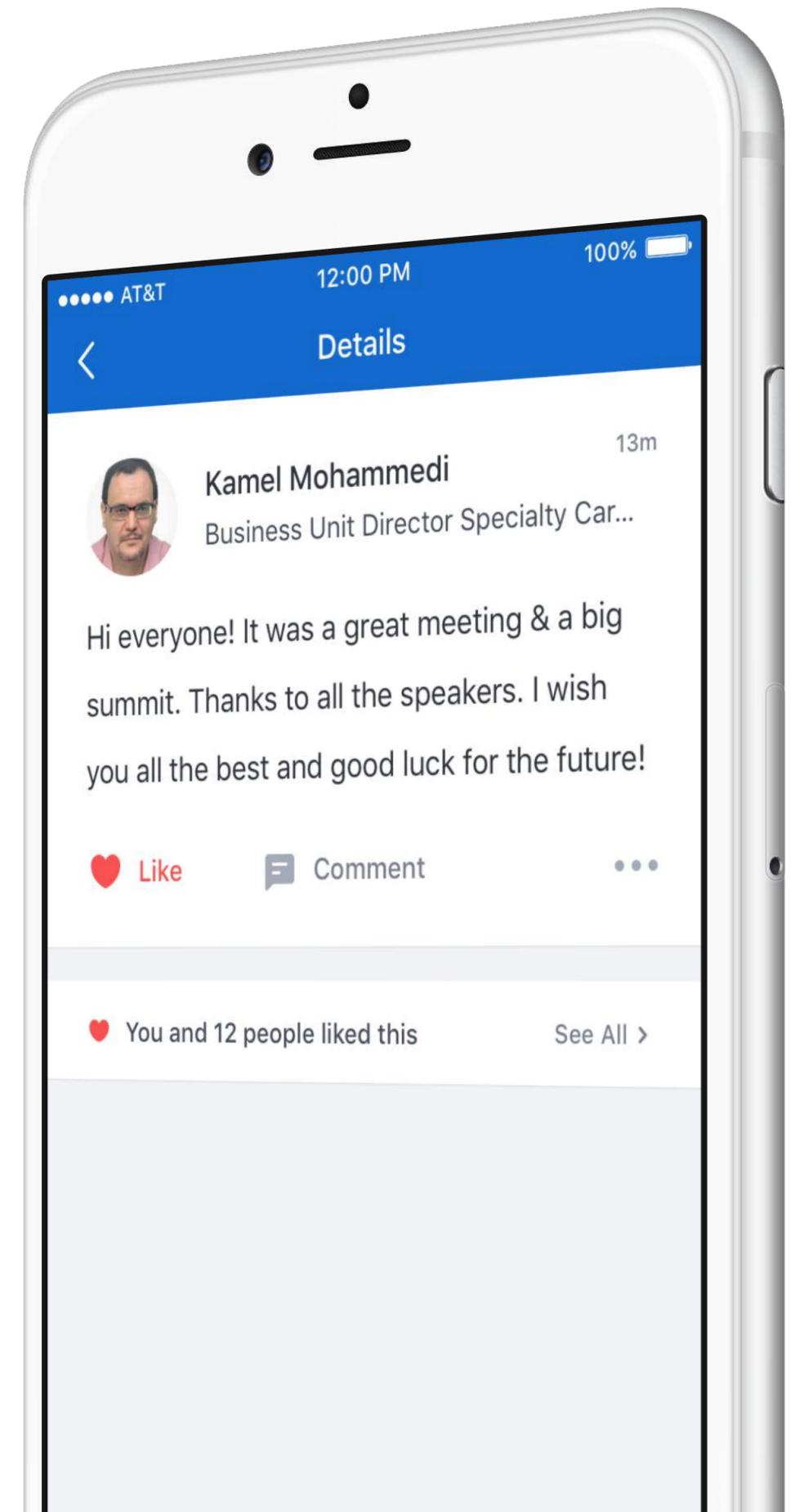


**Olivier Delannoy**

EU Multichannel Marketing Lead AstraZeneca

The app helped Delannoy and his team assess what attendees thought of the conference, as they were able to seamlessly give feedback.

Since speaking with Delannoy, AstraZeneca has purchased roughly 100 event apps, so it's clear that the company is heavily committed to the use of Attendify.



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Olivier Delannoy, EU Multichannel Marketing Lead AstraZeneca

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