

KEYS TO SUCCESS:

QUALITY DATA, EVENT MANAGEMENT, PERSONAL OUTREACH

AHA Health Forum has a proven track record of success hosting round tables that address important issues within the healthcare field. Its dedicated team of marketing and event specialists handle everything from selecting the event location to recruiting speakers and attendees, event management, and follow up with the attendees.

AUDIENCE SELECTION AND ENGAGEMENT

To target the right audience, AHA Health Forum leveraged its comprehensive database of healthcare executives and professionals. AHA Health Forum searched for these professionals in specific geographic regions to find relevant titles for this niche practice area.

An integrated direct mail and email campaign generated an excellent response. AHA Health Forum also conducted personal recruitment calls to build awareness and to ensure attendance.

POST-EVENT ATTENDEE FOLLOW-UP

The value AHA Health Forum delivers doesn't end when the event does. After the round table series, the AHA Health Forum team worked with the company to create and distribute relevant thought leadership and case studies to attendees.

“I've been trying to get in touch with those three hospitals for the last six months... no one would return my calls. Now, they're all right here in front of me, and two of them have agreed to meet with me.”
- Business Development Manager

RESULTS

Thanks to the AHA Health Forum-facilitated events, the company identified 131 new leads in markets where finding and getting in front of the right people can be incredibly challenging. The company was able to make connections that it was previously unable to achieve despite repeated attempts. In a short amount of time, these events have already yielded 18 new opportunities; and those opportunities netted a 66% conversion rate to new clients.

131
TOTAL NEW
LEADS GENERATED

18
NEW
OPPORTUNITIES

66%
CONVERSION RATE FROM
OPPORTUNITIES TO CLIENTS

The professional services company is so pleased with the results that they are now incorporating these round tables as a key part of ongoing marketing strategy for lead generation and client engagement.

READY TO LAUNCH YOUR CAMPAIGN?

Are you ready to attract qualified leads and show potential customers that you're an expert in your field? Contact Carl Aiello at caiello@aha.org to learn how AHA Health Forum can help you.

