Marketing for the 2024 HIMSS Global Health Conference and Exhibition

Background Information

HIMSS (Healthcare Information and Management Systems Society) is a global advisor, thought leader and member-based society committed to reforming the global health ecosystem through the power of information and technology. We’re a mission-driven nonprofit, and we offer a unique breadth of expertise in health innovation, public policy, workforce development, research and digital health transformation.

We’ve also got a deep history. HIMSS has served the global health community for more than 60 years, with focused operations across North America, Europe, the United Kingdom, the Middle East and Asia-Pacific. Our members include more than 125,000 individuals, 430+ provider organizations, 500+ nonprofit partners and 550+ health services organizations.

The Challenge

The annual HIMSS Global Health Conference & Exhibition is the can’t-miss event for healthcare technology and innovation. The 2024 Global Health Conference and Exhibition, held in Orlando, Florida from March 11-15, united healthcare professionals from across the globe for expert education, innovation and collaboration.

HIMSS24 was the inaugural edition under a new, landmark partnership between HIMSS and Informa Markets, the world’s leading exhibition organizer. Informa’s teams took on onsite production for HIMSS24, and HIMSS maintained ownership of managing content, programming, and positioning. Both organizations contributed to marketing the conference.

The main KPIs for this campaign were around attendance, revenue and new membership signups. Going into the HIMSS24 campaign, our team aimed to drive a 10% increase in attendees, reach $10,000,000 in revenue, and capture 2,000+ new members.

Our success measures were focused on engagement, website traffic, audience behaviors, and conversions. We used a full analytics and marketing automation stack to track audience intent and consideration, and measured attendee growth through a blend of integrated marketing tactics that drove excitement around the conference. Put together, this gave us clear benchmarks across our community and revenue gals.

The Timeline

Our promotional push for HIMSS24 started in September 2023. The first phase was early registration, which included preferred pricing for members and non-members. Regular registration lasted from November 2023 to February 2024 and centered around keynote and content announcements. Late registration ran from March 1-15, and included late speaker announcements and a final rush around paid media.

The Plan

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Our campaign around HIMSS24 was global, with specific focus on North and South America, Europe, and Asia-Pacific. Our main targets with this campaign were healthcare IT professionals and medical providers—people who deliver healthcare and people who build the systems that power it.

In terms of titles: our target audience includes healthcare executives (CEOs, CIOs, COOs, CFOs), physicians, nurses and medical staff, data analysts and researchers, cybersecurity experts, vendors and solutions providers, policy makers and regulators, as well as payers and insurance companies.

We guided our marketing with insights from focus groups ahead of conference, as well as persona research based on past conference and industry data.

The HIMSS24 marketing campaign was unified by our brand theme: *creating tomorrow’s health.* The core brand story was developed by HIMSS’ in-house creative team, and then executed jointly by the HIMSS and Informa marketing teams.

With respect to strategy: HIMSS’ audience is deeply motivated by health equity and innovation. This theme line allowed us to position attendees as early adopters, health activists, and C-suite leaders with the guts to create real change.

In terms of creative direction, the campaign’s look drew from HIMSS’ signature duotone imagery. We also made heavy use of gradients to expand our traditional brand palette. The final look was warmer, more social, but *unmistakably* HIMSS.

For media relations, we created targeted and personalized press outreach, which outperformed our previous strategy that focused on the volume of press pitches. We earned coverage around our content and vendor curation in publications like [Forbes](https://www.forbes.com/sites/stevemcdowell/2024/03/19/google-clouds-ai-innovations-to-transform-healthcare/), [Healthcare Innovation](https://www.hcinnovationgroup.com/cybersecurity/news/55015539/himss24-cisa-deputy-director-stresses-need-for-cyber-safe-hardware-software-in-healthcare), [Event Marketer](https://www.eventmarketer.com/article/top-17-booth-builds-from-the-himss24-show-floor/), [American Hospital Association](https://www.aha.org/aha-center-health-innovation-market-scan/2024-03-19-himss24-health-care-ai-guardrails-get-boost-while-cloud-based-apps-soar), and [Chief Healthcare Executive](https://www.chiefhealthcareexecutive.com/view/himss-2024-in-2-minutes-key-takeaways)—among *many* others. The live coverage at HIMSS24 was exceptional in quantity and quality. ​​​​Our earned media outreach strategy drove higher attendance numbers among reporters and analysts, and we earned 1,661 press mentions.

We leaned into the strength of our marketing automation systems to deliver dynamic, curated conference experiences to our priority segments. Our email campaign reached a total of 240,000+ prospects. We sent 125 emails around HIMSS24, and drove 5,000 conversions. Of those conversions, 2,800+ were members, 475+ were organizational affiliates, and 2,325 were non-members.

The Results

**Attendees:**

HIMSS24 had a total of 26,802 attendees. Of these, 4,546 were first-time attendees, 475 were from our organizational affiliates and 2,812 were independent members.

**Revenue:**

We surpassed our revenue goals by 5%, with a total of $10,263,01 generated by all conference activities. That included $2,926,873 in non-member registration fees, $3,430,195 in member registration fees, and $450,000 from exhibitors.

**Memberships:**

We signed up 2,812 new members at HIMSS24, with revenue from new and existing memberships worth $3,430,195 in revenue.

**Share of Voice:**

Increased pre-conference media outreach also drove total media engagement. We saw nearly a 60% increase in total media for comparable dates around HIMSS23 and HIMSS24.​​ An Earned Media Share of Voice comparison to CHIME, AHIMA, and ACHE for Mar. 1-20 showed HIMSS with an 86% media share with ~2,800 media mentions versus ~450 combined for our main competitors. There was also an increase in media registrations with over 130 vetted reporters and journalists attending the event.

**Social Media and Paid Advertising:**

HIMSS24 was a breakout year on social media, too. We ran a total of 435 organic social media posts, driving a total of 875,917 impressions and 91,056 engagements at a 10.4% engagement rate. In terms of paid media, our main channels were Google, LinkedIn, and META (Facebook and Instagram).

Our budget across all paid social advertising was 68% less than the previous year, but we saw disproportionate success over the campaign. Our impressions increased by 139% and clickthrough rate increased by 130.3%, and we saw only a 25% reduction in total clicks despite spending more than $60,000 less than the previous year.