

ABBVIE

POKEN CREATES A GREEN EVENT USING DIGITAL LEAD GENERATION AND NETWORKING



## THE EVENT:

Among the bright lights and high footfall of the tradeshow floor, it's always a challenge for the exhibitor to stand out from their competitors; offering value and driving richer engagement with their products and brand. This is the exact challenge that AbbVie faced at the 14th annual European Academy of Dermatology and Venereology (EADV). From the 28th September – 2nd October Vienna saw EADV attract over 8,000 delegates, and 165 exhibitors.

## THE OBJECTIVES:

In cooperation with AbbVie, Poken worked to provide an interactive booth experience which bridged the gap between the physical and digital event space. The aim was not only to drive engagement on-site, but to extend the life of the event, by providing engagement when the visitor got home.

The visitor was then directed around the booth, moving through three main areas of focus, all centered around one product: Humira.

In order to curate the way attendees interacted with the information presented, Poken stationed seven real-time Touchpoints around the booth. This allowed the visitor to gather the materials by simply touching their poken to a Touchpoint, watching it glow as they collected the collateral.

Attendees instantly received digital information in the form of:

1. A video explaining the action of Humira as a TNF alpha inhibitor
2. A run through of AbbVie products and product characteristics in PDF.
3. A detailed instruction on prescribing Humira.

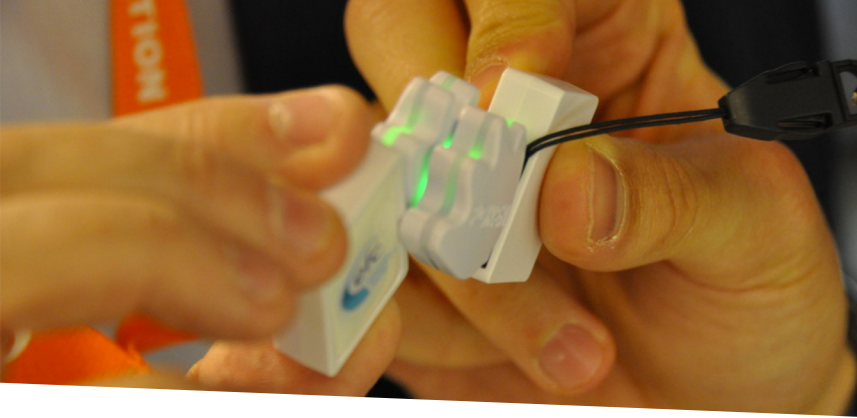
## THE STRATEGY:

As attendees arrived to the AbbVie booth, their journey began when they were issued an interactive USB device. This was their key to unlocking the AbbVie experience. For the visitor, the approach was seamless, all they needed to do in order to receive a poken was to have their business card scanned by one of the booth's hostesses.

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Additional benefits AbbVie experience were:

1. Detailed and qualified lead generation.
2. Insights into attendee interests
3. Reduced costs for printing and handling of hard copy materials.
4. A greener booth.

This interaction went well beyond the one-dimensional aspect of giving away swag to draw attendees to the booth. From the user perspective they received a detailed, interesting and cooperative breakdown of what was being presented, as well as an experience that not only memorable, but one that allowed for information to be better digested. From the perspective of the exhibitor, AbbVie was able to see how many attendees came to their booth, who they were, what times of the day were most popular, how much information was collected, and which information was most popular.

The experience fulfilled AbbVie's desire for their materials to be presented in a non-cumbersome and attractive way. The visitor was provided with a richer booth experience compared to that of other exhibitors. Furthermore, the results provided muchneeded metrics that will allow AbbVie to measure and compare their marketing activities across multiple events, and channels.

To learn more about lead generation from Poken, head to our Learning Center on [poken.com](http://poken.com). Or contact [events@poken.com](mailto:events@poken.com) to get started on making your event a success today.

