



BioContinuum™ Platform
Intensify and Evolve, Together

How Micepad Helped Merck Boost Their Audience Engagement

Case Study

Merck Group

The Company



The oldest pharmaceutical company in the world, with a rich history of more than 350 years. Merck has been at the forefront of medical research and development since it's founding in 1668.

Case Study

Merck Group

The Challenge

Every year, Merck hosts numerous tradeshows, fairs and exhibitions to introduce new products and technology.

As the subject of these conferences were extremely technical and dry, there was a low rate of engagement. Attendees were bored and few asked questions.

Similarly, even fewer (less than 10%) bothered to fill in the feedback forms.

Case Study

Merck Group

The Challenge

“

Medical conferences are typically a dry affair, focusing on discussing extremely technical subjects. Engagement was low, as was the rate of feedback. The post-event compilation of feedback forms, comments and other printed materials was also extremely tedious.

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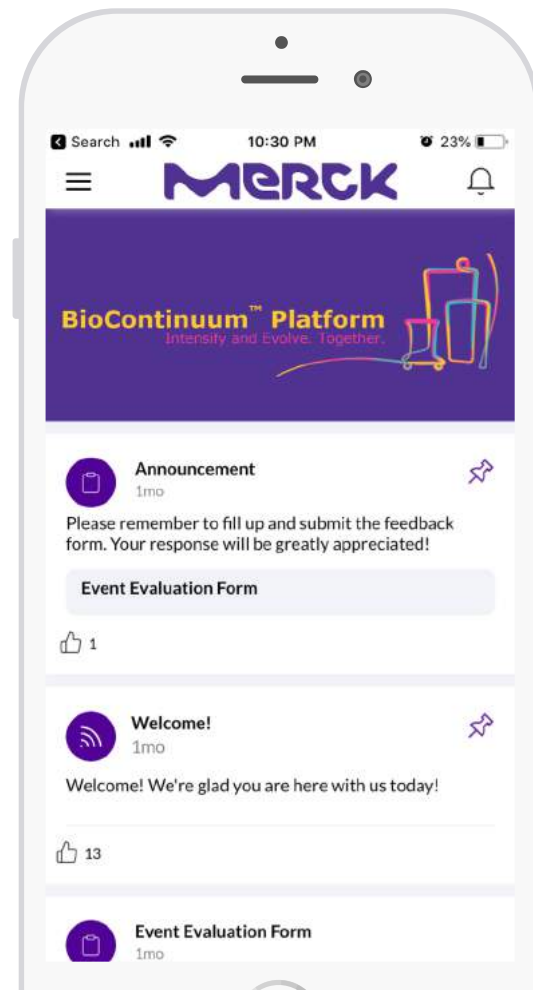
Sandra Hon
Marketing Manager,
APAC Strategic Events

The Solution

Marketing Manager Sandra Hon decided that it was time to digitise. More and more people were going online and on mobile.

She approached Micepad for our expertise and was impressed with the Micepad App's capabilities.

With support from the team, Sandra was able to incorporate our app's various features into the Merck BioForum 2017.



Case Study

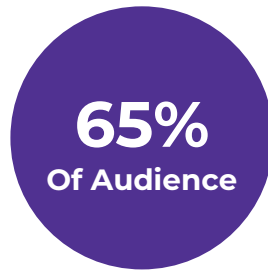
Merck Group

The Results

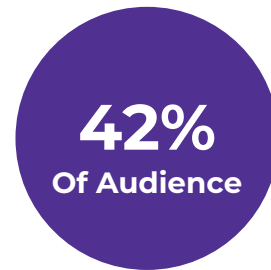
The first run was a resounding success. Compared to the previous 3 years of BioForum Asia, 2017 boasted a huge increase in audience participation.



**Questions
asked**



**Participated
in Polls**



**Submitted
Feedback Form**

Case Study

Merck Group

What's Next?

The event was such a success that Sandra has continued to use Micepad in all her Singapore events to date. She has also expressed interest in expanding its use to events all around APAC.

“

Micepad has been a great help in digitising the event. They respond quickly and resolve issues efficiently. We will be using Micepad again in the future.

”



Sandra Hon
Marketing Manager,
APAC Strategic Events

Want to take your event to the next level
too?

Let Micepad show you how

[Book a Demo](#)