



# Case Study

## Cleveland Clinic Outreach Events in India

The Indian healthcare sector is growing at a brisk pace. Healthcare has become one of India's largest sectors both in terms of revenue and employment. India has been identified as having the highest expected growth and potential in healthcare globally.

Increased Cleveland Clinic's events' attendance by

**4 times**



Client Name: **Cleveland Clinic**

Mandate: To establish and promote two Cleveland Clinic events in the fields of Diabetes and Cardiology and make them a successful annual events.

### The Challenges

There are hundreds of similar events in the Indian market, so it was important to create a USP for these events.

### The Solutions

We have discovered the need for the rich content and the demand of the hands-on experience;  
We have engaged the KOL's to ensure the robust event deliverables.

### Achievements:

- CIMGlobal has helped to establish these 2 events 6 years ago and they started with an attendance of 300 delegates.
- CIMGlobal has ensured the year on year growth of 20 %.
- Presently the size of both events has stabilized at 1200 delegates.
- Today both of these events are referred as the best in the industry in regard to content and as a networking opportunity.
- The strong and established brand of these events helps to attract significant corporate partnership.