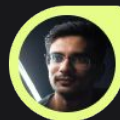
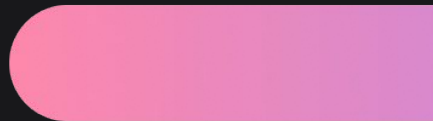
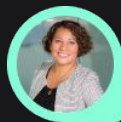




Zapnito x Chemist & Druggist

# How Chemist & Druggist Reinvented Sponsorship and Networking During COVID-19



C+D responded to COVID-19 by rethinking their flagship event to retain sponsorship revenue. They also aimed to support pharmacists through a new platform for networking and revalidation.

### Key highlights

- Reimagined the C+D Awards to protect revenue
- Created digital networking opportunities
- Focused on independent pharmacists
- Enabled peer-to-peer revalidation support
- Adapted quickly to industry disruption

# The Community Vision

C+D had been considering an online community for some time, as they already possessed a large network of followers who were highly engaged with their online publications.

The vision for C+D's community was to create something that functioned as more than simply 'event tech' that only generates engagement during the timespan of the event itself. In addition to being able to deliver their events virtually, C+D needed a platform that nurtured the engagement created at events and would convert more prospects into ongoing audience members.

C+D also aimed to consolidate their existing features within the community. This included their jobs site; by making this part of the community, pharmaceutical recruiters would be able to create recruitment hubs for lead generation and job applications.

Though the target audience for the community covered the entire pharmaceutical industry, a specific focus was placed on pre-reg (student) pharmacists. C+D were keen to engage more heavily with this group during the early stages of their pharmaceutical careers, planting the seeds for relationships that could last for years to come.

# The Community Challenge

With significant sponsorship revenue depending on the awards going ahead, cancellation was not an option. This gave C+D just a few short months to build a community that would allow them to convert the event to a virtual format and retain as much sponsorship revenue as possible.

The biggest challenge for C+D was convincing sponsors of the value of virtual events. C+D responded to this challenge by taking great care to educate event sponsors on using the platform to engage the audience and generate meaningful awareness and leads.

## Learning Resource Strategy

Outside of events, C+D needed to make their learning resources more accessible and increase their usage. This became a major focus in order to forge stronger connections with pre-reg pharmacists.

## All-in-One Community

A community that consolidated courses and learning resources alongside their other features, such as their jobs site and regular news and analysis, would prevent users from having to traverse multiple sites, increasing user engagement and stickiness.

# The Zapnito Solution

With just 5 weeks to launch the community, C+D needed a partner who could meet their requirements at short notice. Despite these time constraints, C+D were able to meet their deadline and described the process as 'seamless'

## Strong Virtual Delivery

The 2020 C+D Awards transitioned to a virtual format and successfully reached 95% of the anticipated audience.

## Monetising On-Demand Content

Exhibitors and sponsors are charged to post their own content, creating another revenue stream for the organization.

## Scalable Training Revenue

Their first training room, offering paid access to courses on how to use the community, also generated around £25k in revenue, with monthly sponsored training courses generating consistent revenue for the organization.

## Revenue Through Consolidation

A year on from the launch of the community, it has generated over £45k of revenue for C+D and helped to secure an additional £15k via the Jobs platform.

# Results

95%

The 2020 C+D Awards were delivered virtually to around 95% of the expected audience size.



65%

65% of sponsor revenue was retained, a triumph for this new format.



£25K

First training room, offering paid access to courses generated £25K in revenue.



£45K+

One year after launch, C+D has generated over £45k of revenue and helped to secure an additional £15k via the Jobs platform.



# Why Zapnito?

With just 5 weeks to launch the community, C+D needed a partner who could meet their requirements at short notice. Despite these time constraints, C+D were able to meet their deadline and described the process as 'seamless'. They pointed to the responsiveness of Zapnito's Customer Success team as a key factor.

The community has been hugely successful in streamlining the online presence of C+D and creating a more coherent brand experience. Adding SSO has helped drive traffic to the community from C+D's news site, creating greater engagement and driving commercial opportunities.



# Future

C+D secured their first 2 sponsors for the 2021 C+D Awards as early as May, highlighting the growing enthusiasm for the virtual format they used last year.

The success of the C+D Awards has encouraged the organization to make further use of its new virtual platform. With event sponsors offering the feedback that they are keen to network more, C+D plan to run a separate virtual event where the event's sponsors can meet the finalists. This will also open up another revenue channel for the organization.

The C+D Awards will return to a fully in-person format in the future. C+D have fully integrated their community into their business and intend to continue using it for other events, as well as for all their learning and networking resources. Their courses have now been fully integrated into the community, consolidating their online presence and driving greater traffic.

Though 2021 was a successful inaugural year for the community, C+D expect to see a stronger ROI over the coming year as adoption of the community improves.

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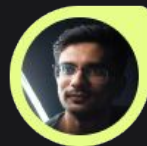
Now that we've got an events channel, people are more likely to go in and browse the sponsored content.

Anytime we needed anything, Zapnito were on hand to help.



**Hayley-Rose Ballard**

Audience Development Manager, Chemist & Druggist



# Thank you

Find out more at <https://zapnito.com>