

TS Custom Science Summit

Accelerating Scientific Discovery Through Virtual Engagement

STEMCELL Technologies partnered with *The Scientist* to host a custom half-day virtual Science Summit focused on advancing drug discovery through complex human in vitro models. Combining the scientific depth of a live conference with the accessibility and scalability of a virtual experience, the summit brought together researchers working across drug discovery, stem cell biology, translational medicine, and preclinical research.

As interest in human-relevant research models and New Approach Methodologies (NAMs) continues to grow, the summit explored how complex in vitro systems are helping researchers generate more predictive insights throughout preclinical development.

The event successfully strengthened STEMCELL Technologies' visibility among key scientific audiences while driving global engagement, scientific interaction, and qualified lead generation.

EVENT OBJECTIVES: EDUCATION, ENGAGEMENT, AND VISIBILITY

The primary goal of the summit was to connect STEMCELL Technologies with researchers and scientific professionals exploring innovative approaches to translational science and preclinical research. The event also positioned STEMCELL Technologies at the forefront of conversations around advanced in vitro models and human-relevant drug discovery.

Core objectives included:

- Increasing awareness of STEMCELL Technologies' expertise and solutions
- Strengthening thought leadership in advanced in vitro model development
- Engaging a highly targeted global scientific audience
- Delivering educational, application-focused scientific content
- Generating qualified leads and measurable engagement



EVENT EXPERIENCE: A SCIENCE-FIRST VIRTUAL PROGRAM

This immersive virtual summit featured a dynamic mix of scientific content and audience engagement opportunities, including:

- **Science-Driven Sessions:** Expert-led presentations focused on advancing drug discovery through complex human in vitro models.
- **Industry & Academic Perspectives:** Discussions featuring scientists from leading pharmaceutical, biotech, and research organizations.
- **Live Q&As:** Interactive discussions between attendees and speakers, generating 11 audience questions during the live event.

- **Resource Centre:** A fully integrated digital hub featuring educational and application-focused scientific content, resulting in 595 resource downloads.
- **On-Demand Access:** Sessions remained available after the live event to support continued audience engagement and content interaction.
- **Seamless Execution:** Event moderation, audience engagement, and platform management were handled by *The Scientist's* Creative Services Team to ensure a polished virtual experience.

From promotional planning and speaker coordination to post-event reporting and on-demand hosting, *The Scientist* managed the event lifecycle end-to-end to support a seamless attendee and sponsor experience. The summit was designed to create meaningful scientific interaction while delivering the flexibility and global accessibility of a digital event format.

PROMOTION STRATEGY: REACHING A GLOBAL SCIENTIFIC AUDIENCE

To maximize registrations and audience reach, *The Scientist* executed a targeted multi-channel promotional campaign designed to engage highly relevant scientific professionals.

Target Audience

Promotional outreach focused on researchers and professionals working in:

- Drug discovery and development
- Cell biology and stem cell research
- Translational medicine
- In vitro model development
- Preclinical research

Integrated Multi-Channel Campaign

The promotional strategy included:

- Dedicated email campaigns sent to targeted scientific audiences
- Website homepage and newsletter placements
- Organic and paid social media promotion
- Paid advertising campaigns designed to expand reach and generate qualified leads
- Customized promotional assets developed specifically for the summit

This integrated approach helped drive strong visibility, audience engagement, and global participation among highly relevant scientific audiences.

RESULTS: STRONG GLOBAL REACH AND AUDIENCE ENGAGEMENT

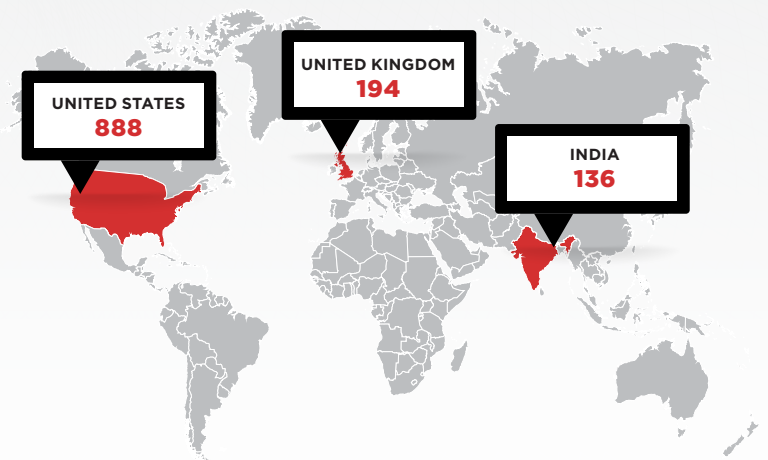
The summit delivered exceptional performance across registrations, engagement, and lead generation metrics.

KEY RESULTS:

- **Total registrations: 2,390**
- **Live attendees: 614**
- **Resource downloads: 595**
- **Live questions submitted: 11**
- **Paid advertising leads: 228**

Global Reach

The summit attracted researchers and scientific professionals from around the world, including:



- **United States:** 888 registrants
- **United Kingdom:** 194 registrants
- **India:** 136 registrants
- **International (Other Regions):** 1,172 registrants

The strong international participation reflected growing industry interest in advanced in vitro systems and emerging NAM-enabled approaches shaping the future of drug discovery.

IMPACT FOR STEMCELL TECHNOLOGIES

Through its partnership with *The Scientist*, STEMCELL Technologies benefited from:

- **Thought Leadership:** Positioned STEMCELL Technologies as a trusted leader in advanced in vitro model development and translational research innovation.

- **Qualified Lead Generation:** Drove measurable engagement through registrations, downloads, and paid campaign leads.
- **Scientific Audience Reach:** Connected with highly targeted researchers and scientific decision-makers worldwide.
- **Extended Engagement:** Continued audience interaction through downloadable resources and on-demand content access.
- **Brand Visibility:** Delivered consistent exposure across promotional campaigns and the live virtual event experience.

By leveraging *The Scientist's* trusted editorial environment and targeted promotional capabilities, STEMCELL Technologies was able to engage meaningfully with scientists driving innovation in drug discovery and translational medicine.

CONCLUSION: VIRTUAL EVENTS THAT DELIVER MEASURABLE IMPACT

The Custom Science Summit demonstrated how virtual scientific events can successfully combine scientific education, audience engagement, and measurable lead generation at scale.

With strong participation, meaningful interaction, and measurable campaign performance, the summit reinforced the value of custom virtual events as an effective platform for connecting life science brands with highly engaged global research audiences.

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