



Customised Programmes at MWC Barcelona

A customised programme for start-up innovation



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Rising to the challenge

Client

A multinational pharmaceutical with an innovation programme that focuses on impactful digital collaboration.

Brief

The client was looking to set up a Startup Challenge and explore innovative solutions to a pharmaceutical problem in different territories of the world.

This made Customised Programmes a particularly suitable partner due to our presence on various continents. In addition, the client required the creation of a tech learning experience for their own staff, clients and guest doctors, which would serve to complement the main session.

The Programme

MWC Los Angeles and MWC Barcelona were both identified as ideal events to run the challenge. On both occasions, we designed the full experience prior to the event. We also identified and invited relevant start-ups to submit entries in the form of company bios and videos. The entries were shortlisted and 5 winning start-ups were selected for inclusion in the workshops, with top doctors at the event. The event featured a day-long session for 60 people, including talks, workshops, presentations and a networking cocktail party.

The Plan included:

- Consulting with the client to best design the programme, from concept to delivery.
- Industry experts to prepare relevant content on the topic of health.
- Database review and participant engagement.
- Four Tech Learning Programmes for up to 15 VIP clients, including top doctors – showcasing content and technology on the topics of eHealth, 5G and VR within the health ecosystem.

Result

Following the success of the MWC Los Angeles challenge, the MWC20 Barcelona challenge would continue the search for an innovative solution to the Novartis derma challenge.

