

## Flagship Customer Conference

### Turning a User Conference Into a \$28.4M Pipeline Engine

How Health Catalyst's flagship summit moved 51% of marketing-touched H1 pipeline through one weeklong moment of executive presence.

#### The Inflection Point

Health Catalyst (NASDAQ: HCAT) had built a category-defining customer base across U.S. health systems; the flagship Healthcare Analytics Summit (HAS) had built a reputation as the data-and-analytics industry's most credible learning event.

What HAS had not yet become, by 2024, was a measurable pipeline instrument that could be defended in a quarterly earnings call.

The mandate from leadership was unsentimental: keep the event's educational integrity intact while operationalizing it as the company's single largest annual driver of late-stage expansion pipeline and executive-to-executive relationships. Marketing owned the entire arc; finance was watching.

#### The Mandate

- **Hold the bar.** Retain the industry's highest attendee experience ratings (the brand currency that lets a summit charge what HAS charges)
- **Lift the floor.** Convert the event into a measurable moment for late-stage expansion, executive engagement, and net-new account creation
- **Build the proof.** Connect every dollar of session, sponsorship, and Executive Experience spend to a Salesforce opportunity outcome trackable months after the event

#### The Build

- **Programming designed for downstream pipeline.** 16 user-conference sessions, 27 breakouts, 9 main-stage presentations, 33 showcase stations, and 9 Catalyst Award category winners (drawn from 31 finalists): a content architecture sized to populate function-specific replay playlists for analytics, clinical, and finance audiences after the event closed
- **An Executive Experience track.** 2 invitation-only events, 72 participants, and 30+ CEO meetings; engineered as the venue for late-stage expansion conversations that don't happen on a Zoom
- **Attribution discipline.** A marketing-owned Salesforce attribution structure that tagged every represented opportunity, every Executive Experience attendee, every braindate connection; then tracked the cohort's movement through pipeline stages for the months that followed
- **A second-half engagement engine.** Braindate networking. 541 logged participants, 659 networking connections, and 258 hours of attendee-to-attendee learning, designed to make the conference a community ritual rather than a one-week spike
- **Evidence captured in real time.** 5 customer improvements (\$32.5M total) and three case studies developed onsite for next year's sales motion; 764 session replays watched in the three months after the close, with 1,355 sessions made replay-ready across 2,375 page views

#### The Outcomes

- **Onsite pipeline representation.** 132 open opportunities from 35 accounts representing \$28,448,937 in pipeline (51% of marketing-touched H1 growth opportunities); \$3.5M new business and \$24.9M expansion
- **Closed-won attribution.** \$5.4M closed (19% of represented pipeline) in the months following; entirely expansion. The Executive Experience cohort alone represented 79 opportunities (\$11.3M); \$1.9M of that closed
- **Net-new opportunity creation.** 18 new opportunities representing \$2.97M created in the weeks after HAS
- **Sustained content yield.** Post-event replays drove an additional 5 published articles (955 views, 723 users), one major industry webinar (508 registered, 238 attended), and the HAS25 Save the Date sent six weeks after close

#### Why This Matters If You're Approaching an Exit

Investors and acquirers don't fund event budgets; they fund proven revenue motions. The discipline that earns marketing a defensible line on the income statement is the same discipline that converts a beloved industry event into a \$28M pipeline instrument: attribution structure built before the badges print, an executive engagement track designed around the late-stage expansion thesis, and a content yield curve that runs nine months past the closing reception.

