

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.

