

FLIPPING THE SCRIPT



CellCore Biosciences's ECO conference is the pharmaceutical company's biggest event of the year. The immersive, three-day proprietary event featured presentations from experts in foundational medicine, social gatherings for attendees to connect, and education about the clinical uses and outcomes of CellCore supplements. The Level5 Events team strategically engineered every stage of this complex effort, from ideation and pre-planning through design, budgeting, production, and seamless logistics that ensured success.

LEVEL⁵
EVENTS
BY THE EXPO GROUP

CellCore partnered with Level5 to create a high-end, sophisticated event that built credibility with their audience of doctors and other medical personnel who write prescriptions for CellCore products, thereby inspiring audience members to take action after the conference.

Over the course of three days, audience members were wowed by engaging activation spaces, dynamic gatherings, and interactive presentations that strengthened the relationships between attendees, affirmed CellCore's authenticity and industry expertise, and established trust in the CellCore brand.

Prescription for Success

Attendees enjoyed memorable activations from the moment they arrived in the entrance tunnel, which featured a branded LED arch with eye-catching graphics. On the first evening, a luau-themed VIP party in the outdoor pool area cultivated a laid-back atmosphere ripe for making connections. A Mix & Mingle party on the second night featured artfully arranged silver gazing balls, candles, music, and ambient lighting for a sophisticated soiree. On the final night, VIPs gathered for a 50-table dinner. Daytime presentations were amplified by a massive LED screen, strategic sound and lighting choices, and environmental décor that customized the space and served as a dynamic backdrop for both in-person and virtual attendees.



Beneficial Side Effects

CellCore's goal was to elevate this year's event beyond what they'd done previously while paying careful attention to the budget. Skillful planning, expert guidance in decision-making, and impeccable logistics empowered the company to smartly invest in high-impact fixtures, creatively repurpose décor to reduce costs while maintaining a fresh feel, and purchase reusable elements that will be used at future events to maximize ROI. All budgeting decisions were made with considerations for tonality, design, and execution to maintain cohesion and uplift the CellCore brand throughout every stage of the conference.



Positive Results

Technical expertise was vital for this event, which required creative solutions for navigating complexities around rigging, audio balancing, lighting, speakers, and more. But true partnership goes beyond technical know-how. An event producer served as CellCore's advocate during every stage of the planning and implementation process, ensuring clarity of vision, cohesion between all programmatic elements, and agile execution with immaculate attention to detail. Expert logistics and boundless imagination enabled CellCore to shine for ECO24 while elevating its brand well into the future.

