



## Case Study

# How a BioTech Company Crushed Their Event Meetings Goal by More Than 100%

## A Tale of Two Events With vs. Without Jifflenow: PacBio's Case Study

*"The event ROI is in your face when you're using Jifflenow."*

- Jenny Alfrey, PacBio's Director of Regional Marketing

## THE BACKGROUND

PacBio develops products that unravel the mystery of rare diseases and improve the world's food supply. Founded in 2004, Pacific Biosciences (PacBio) is an American biotech company responsible for advancing key breakthroughs in sequencing systems. Their founders invented a new way to study the synthesis and regulation of DNA, RNA, and proteins. PacBio's products are helping move human health forward in an impactful way.

*"I believe our current and future products will play a significant role in accelerating the use of sequencing technologies in both the research and clinical markets," Christian Henry, PacBio CEO, has said.*

## JUSTIFYING EVENTS

A key part of PacBio's mission to expand their presence in research and clinical markets involves attending impactful conferences and trade shows. According to Jenny Alfrey, PacBio's Director of Regional Marketing, "the main goal there is to meet with people face-to-face." Demonstrating advanced sequencing systems requires engaging with scientists.

*Alfrey and her team believe that every B2B meeting counts; and setting up a meeting is not as simple as "I'll catch you at the booth." They're business critical, even for account maintenance. "You never know what's going to happen in those moments when you're together," she said. "Meetings and setting them up ahead of time is how we progress our business. If we hook someone, early in the funnel or late in the funnel, there are plenty of nuggets to uncover that can't be done over email or zoom and they are critical to move opportunities forward."*



For Alfrey, the status quo for scheduling, managing, and reporting on B2B meetings at events has been using complex spreadsheets. But it was a process riddled with errors and inefficiencies. Ultimately, it led to a result that didn't satisfy her. "It was kludgy to say the least," she said. "We had gaps in information, miscommunications, so many opportunities for spreadsheets to get written over, and mistakes to be made. It was a process that didn't work very well."

The outdated processes also made justifying high event costs more difficult. "We had trouble because the return-on-investment wasn't in our face," she said. "To justify spending, you need to see the return easily. And when you're in a spreadsheet there's nothing in your face to tell that story. Your meeting and what you did might end up in your CRM, but that's only if everyone does everything perfectly all the time—and we're talking manually."

## A TALE OF TWO EVENTS: WITH JIFFLENOW

In early 2022, a colleague told Alfrey about JiffleNow, the world's leading meeting scheduling automation software. The idea of equipping her marketing and sales teams with JiffleNow's eEvent app to automate the scheduling, managing and reporting on meetings at the ASHG conference in October piqued her interest.

Alfrey and her team set what they deemed a lofty goal of 50 high-quality, pipeline-influencing B2B meetings at ASHG. With JiffleNow, they more than doubled their goal. How'd they do it?

"The feedback came in from salespeople and customers alike," she said. "There were no issues. Everything from requesting meetings, approving meetings, booking meetings, to making changes made sense. It was easy to understand. It was clear to me JiffleNow has seen it all. I feel like every issue I've encountered at an event, as far as meetings go, JiffleNow has a solution for everything."

But the best part came after the event when it came time to generate reports.

*"We weren't missing meetings," she said. "We integrated everything with Salesforce, so we were able to connect all the dots. The return-on-investment was in your face. I logged in and very easily created custom reports so the executives can see the return too."*

*"I had no idea that there was a company that specialized in making your meetings better," she said. "We worked with JiffleNow to get onboarded and ready for ASHG. The support from our customer success manager there was amazing."*

## A TALE OF TWO EVENTS: WITHOUT JIFFLENOW

At their next event, the PAG conference, PacBio opted to try booking meetings without JiffleNow. This allowed for a direct event-to-event comparison. Instead of trying her hand at managing meetings with messy spreadsheets, Alfrey and her team attempted some "Outlook gymnastics."

Outlook calendar wasn't intuitive for scheduling all of PacBio's event-specific engagements. Managing the sharing of calendars, and even coordinating time zones was a huge lift. "That can ruin the whole day, having the wrong time zone," she said. "It's a very simple thing that we were not always able to control."

Alfrey also noted that using Outlook wasn't just inconvenient and frustrating, it also had a direct impact on business. Here are some of the challenges without a robust meeting scheduling platform.

## Sales Productivity

Salespeople had trouble with double bookings and getting real-time accurate visibility into the availability of topic experts and executives. “If a prospect has a time in mind that works and schedules something, then finds that they’re not meeting with the right person, it’s a waste of time,” she said. *“The meeting managers had to make sure everybody’s looking at the same thing and it’s updated in real time in the Outlook calendar. The sales team’s direct feedback was overwhelmingly in favor of Jifflenow because it was easier to book meetings and they could view the information in real time.”*

## Managing Meeting On-The-Go

*“Users were able to leverage the Jifflenow Mobile App and were able to easily navigate through schedules,”* she said. “Meeting managers could quickly check in participants by scanning their badges and meeting hosts were able to capture notes for follow up.”

Here’s how she summed up the experience of reverting back to manual scheduling processes:

*“Going back was difficult to do,”* she said. *“Jifflenow brings such an ease and a joy to setting up these meetings. It’s seamless, and you can efficiently book meetings and look at meetings afterward. Doing an event without [it] was terrible.”*

## Reporting

Reporting on performance metrics is key to an event. Manually tracking introduces delays and user error, which means meetings can be missed entirely. *“Trying to find the real number of meetings and types of meeting is challenging without polling every single team member on-site,”* she said.

## Survey

Without Jifflenow, Pacbio had to use an outside method to get people to fill out a separate form for their feedback. With Jifflenow, the post meeting feedback survey was easier, because it was on the platform. “As soon as the meeting was over, users could leave some very easy notes and next steps,” she said.



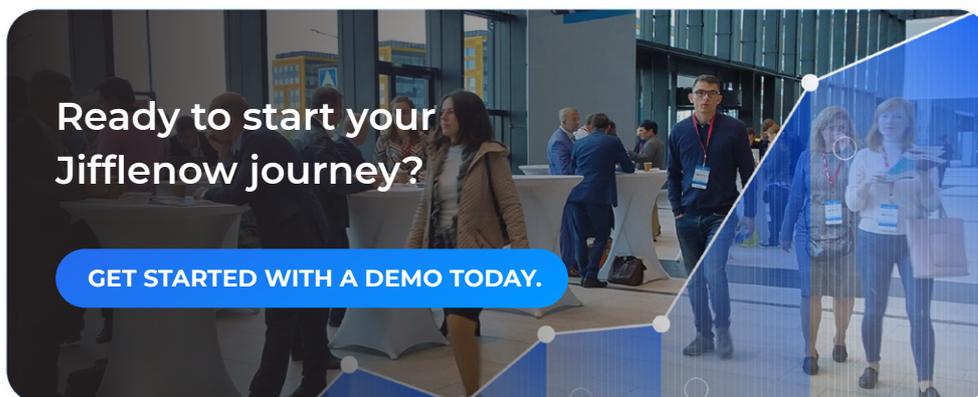
## A TALE OF TWO EVENTS: TAKEAWAYS AND RESULTS

For Alfrey, the tale of managing meetings at an event without JiffleNow was a tragedy. With JiffleNow, their event was a triumph.

“JiffleNow has obviously thought of all the basics that have to happen in a meeting, and how can we solve for that so that there aren’t any errors,” she said. “There’s no confusion and everybody shows up at the right place at the right time. We benefited from all of those features when using JiffleNow and encountered the opposite when we did not use JiffleNow.”

*As previously mentioned, PacBio set a goal of 50 meetings at ASHG, and blew it out of the water by scheduling 109 meetings in 3 on-site rooms. In total, they met with 170 customers. Alfrey also recalls a “99% success rate of people showing up.” At the next event without JiffleNow, only 47 meetings were scheduled.*

*“I had no idea how old school we had been doing things, until we had this solution.”*



JiffleNow is the leader in automating the scheduling, registration, management, and reporting of B2B meetings and sessions. Its software is enterprise-class and supports unique workflows and data security requirements. JiffleNow software is proven and trusted by Fortune 1000 companies. **Learn more at [www.jiffleNow.com](http://www.jiffleNow.com)**