

# SUCCESS STORY

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## NATIONAL SALES CONFERENCE

AstraZeneca partners with MultiTV  
for its National Sales Conference





### About the client:

The client is a global, science-led multinational pharmaceutical and biopharmaceutical company whose innovative portfolio of products for major disease areas are used by millions of patients worldwide.

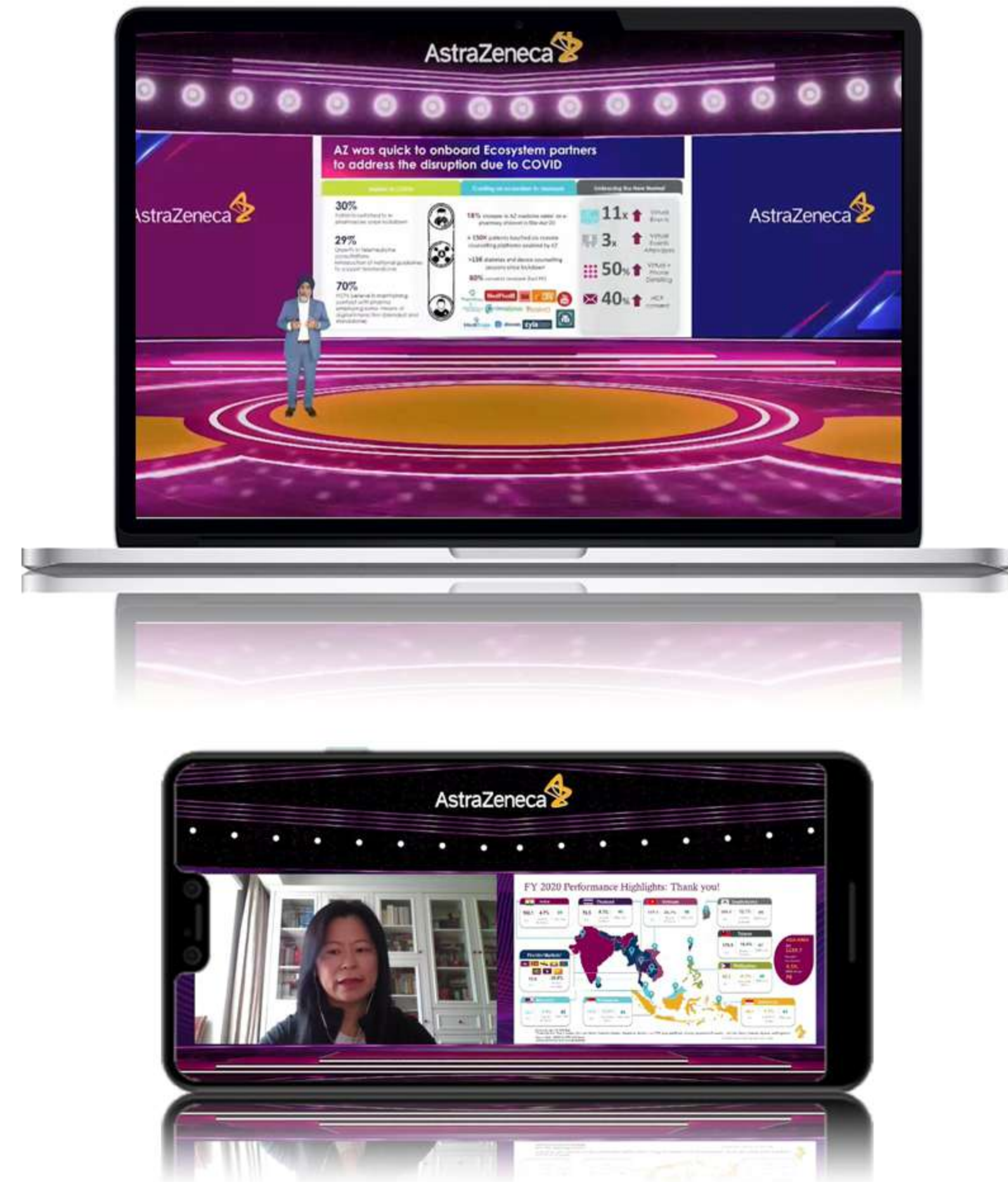
## The Challenge

AstraZeneca wanted to conduct its first ever completely virtual National Sales Conference

- Live Broadcast of speakers and other key stakeholders spread across the region
- High-end virtual stalls and graphics to showcase new products and ideas
- Multiple business and demo sessions spread across multiple days
- Facilitate interaction between the attendees and the speakers

# The Solution

- Seamless delivery on web and mobile
- Colosseum Theme 3D Chroma setup for virtual conference
- Live broadcast of business heads and other speakers
- 360-degree VR theme networking lounge



# The Results

**25 +**  
sessions delivered over  
a span of 3 days

**20000+**  
attendees from India, US,  
Singapore and China.

**90+**  
virtual stalls setup during the 3-day conference