



the project.

Galderma First Impressions

the brief.

Work hand in hand with the Galderma team to create Galderma's biggest aesthetics experience educating on the science of first impressions.

Open up conversations and provide hands-on-training and experience with Galderma's products and techniques to healthcare professionals across the JPAC region.

the experience.

4 events across 3 days presented by 13 international and local speakers: round-table forums, GAIN Symposium, Scientific Exchange and GAIN Inject. Synergy Effect managed the overall design, production and management of the hybrid event components: stage design and build, styling, catering, creation of experiential hubs, building cutting-edge 3D, 360° virtual sets to bring remote international presenters together - fully integrating live and virtual components with an interactive event app to heighten guest experience and engagement.

The Sydney main event was supported by live venues in Melbourne, Brisbane, Perth, Auckland, Singapore, Bangkok and Manila, plus virtual attendance. To unite the hybrid audiences, brand activations focussed on inclusive contributions for guests to join in - building the community spirit.

Educational activation zones created experiences for guests to learn, explore and share: innovative eye-tracking to demonstrate the science of first impressions, 'the smile' quiz with live results, photobooth with virtual projections to share guests' smiles, live polling, and more.



the results.

6000+ delegates registered across the JPAC region. Galderma made a great impression on the industry and target audiences, with +398% more social media reach than the previous period.

In the post-event survey:

99% of Sydney guests said the experience exceeded/met their expectations,

86% said the event exceeded industry standard,

94% agree there are additional Galderma products they will incorporate into their practice.



SYNERGY
E F F E C T

what guests said.

"The professionalism, inclusiveness and high-standard was exceptional"

"The event was very impressive with so much attention to detail and very educational. It was fabulous and I'm thrilled I had the opportunity to attend!"

"Incredible event", "The best I've ever seen", "Brilliant", "Magnificent event"