

Success Story

**Jawdrop Life Sciences Summit 2025, exceeded its target by 59% and achieved a 159% success rate. with our “bring your +1” strategy.**

**EXECUTIVE SUMMARY**

The Jawdrop Life Sciences Summit 2025, organised by Imperial College London and Upstream Nexus, took place in the White City Innovation District (WCID) for its third year.

Bringing together world-leading experts, pioneering companies, and visionary investors, the Jawdrop Life Sciences Summit from Gut to Brain, showcased cutting-edge advancements in obesity and personalised nutrition, dementia research and care, and life sciences investment.

**THE RESULTS**

**159%**

Event Registration Success

**348**

Event Registrations

**ABOUT JAWDROP LIFE SCIENCES SUMMIT**

The Jawdrop Life Sciences Summit 2025 brought together experts, companies, and investors at the White City Innovation District. The summit featured three key panels: Obesity, Nutrition, and Personalised Health, Dementia Research & Care, and Fundraising Perspectives from Investors & Startups.

Leading organisations such as Novo Nordisk, Eli Lilly, Imperial College London, GSK, Dementia Discovery Fund, and the UK Dementia Research Institute shared insights on the latest developments in their fields. The event also provided a platform for networking, enhanced by the One-on-One Partnering tool, enabling attendees to make valuable connections. This collaborative environment helped drive critical discussions on the future of healthcare innovation.



# JAWDROP SUMMIT



## CHALLENGE

The challenge was to attract the right audience—key players in the life sciences industry and professionals—to the event, ensuring relevant and engaged participation.

## SOLUTION

We executed the "Bring Your +1" campaign, which was prominently featured across both social media and email marketing. We designed an engaging email journey that began with early bird tickets, moved to general sales, introduced partnering opportunities, revealed the event agenda, and promoted the after-party. To keep the content fresh and avoid repetitive messaging, we mixed in testimonials, event booklets, and consistent reminders with the bring your "+1" message, ensuring a dynamic and engaging experience for recipients.

## OUTCOME

- **Click Rate:** 15% — A remarkable 278.32% increase from the previous year's click rate, showing improved engagement.
- **Open Rate:** 55.49% — A 40% increase over last year's open rate, indicating heightened interest and relevance.
- **"Bring Your +1" Impact:** 33% of survey respondents shared they heard about the event through a personal referral, underscoring the power of word-of-mouth and the campaign's success in generating organic buzz.

15%

E-mail Click Rate

55.49%

E-mail Open Rate



**Prema Gurunathan** ★★★★★

Managing Director, Upstream Nexus

From event planning to execution, working with the Digipac team on the Jawdrop Life Sciences Summit was a smooth and highly productive experience. Our email marketing strategy and the 'Bring Your +1' campaign helped attract the right contacts from the life sciences industry. The turnout exceeded our expectations, with a 59% increase in attendance—an outstanding result.