

Czarnowski Collective

VOLUME II



healthcare **CONGRESS** PLAYBOOK

2026 EDITION

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DON'T START WITH A FLOORPLAN. START WITH WHAT HAPPENS THERE.

Most planning cycles start with allocation. How much space each brand gets. Where corporate messaging fits. The share-of-voice conversation.

Those conversations have to happen. They just shouldn't happen first. When allocation leads, last year's booth becomes the template, and the team spends its energy negotiating square footage

instead of asking what's changed in the science, the competitive landscape, or what the audience cares about now.

This playbook starts somewhere else. Not how to divide the space, but what the space should accomplish.

START WITH
NOT THE P

THE PERSON.

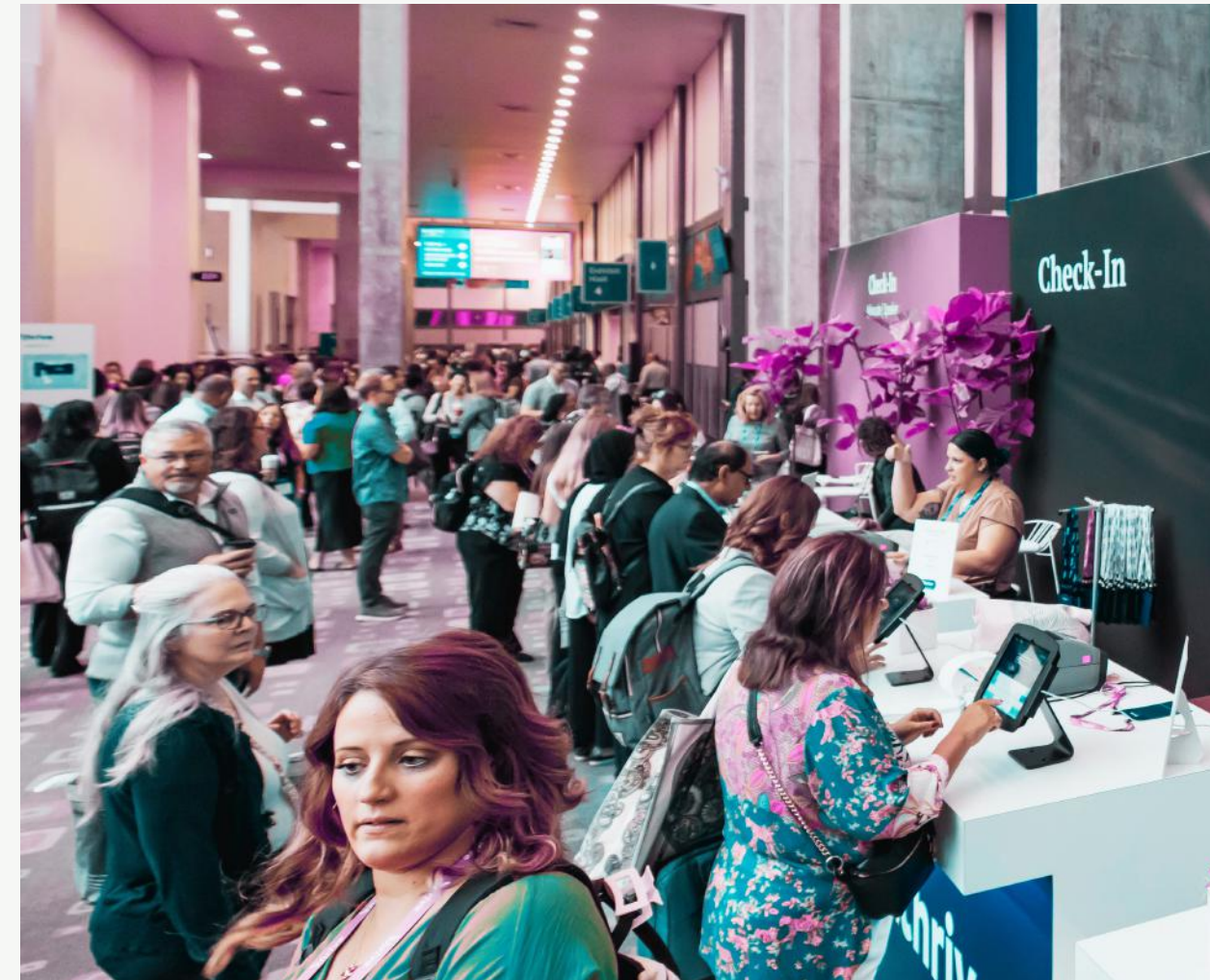
PERSONA.



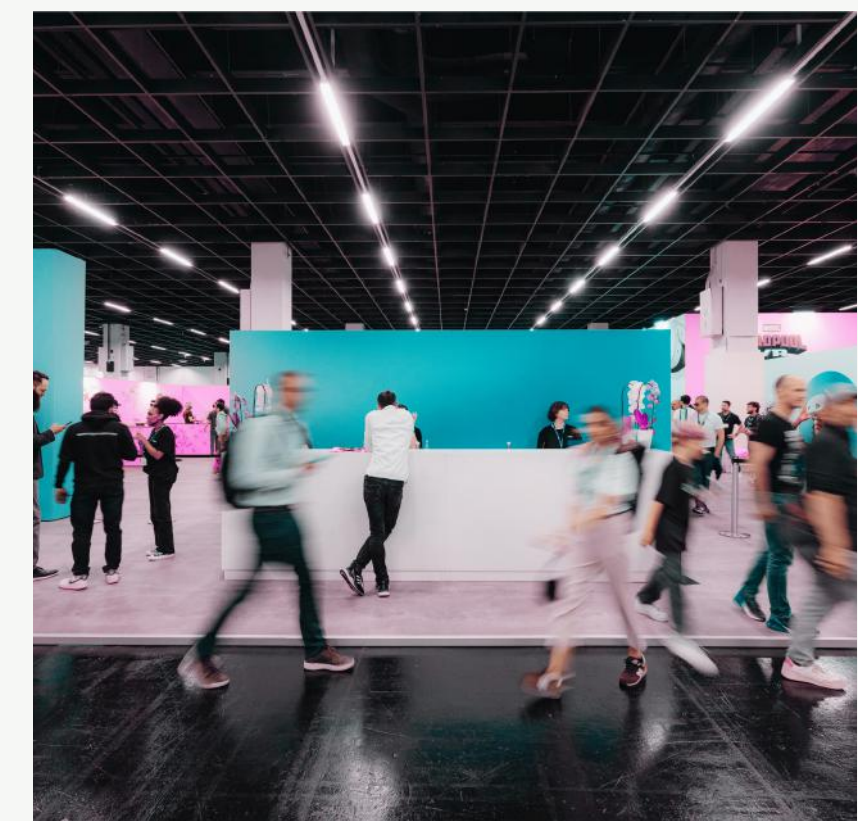
Most teams have audience research — segmentation, persona profiles, advisory feedback. The gap isn't knowledge. It's translation. The research rarely makes it into the brief, and the booth ends up designed for "HCPs" as a single audience.

The shift is making that knowledge a required input. Before the first render, define three or four distinct visitor types, not by title, but by mindset, time constraint, and what each needs to walk away with. Then build the space around those answers.

The booth stops being a general-purpose container and becomes a variety of tailored experiences sharing a footprint.



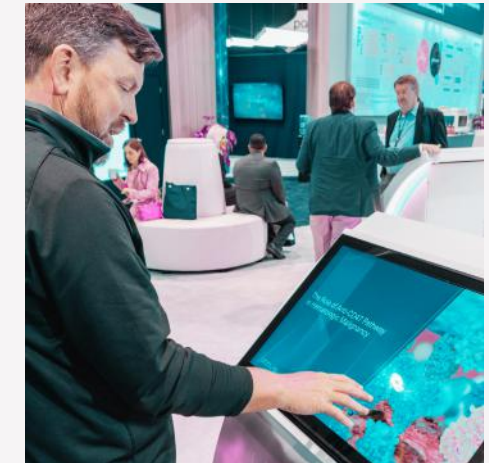
**YOUR TARGET AUDIENCE IS JUST A HUMAN
WITH 53 THINGS ON THEIR MIND.**



DESIGN FOR HOW

WHY THEY ENGAGE.

Once you know who you're designing for, the next question is how they want to engage. Most booths default to a single engagement mode and quietly leave behind everyone who wanted something shorter or longer.



NOT EVERY HCP WANTS THE SAME CONVERSATION



THREE DEPTHS OF DESIGN

Each depth is a different ask of the visitor's time, energy, and attention. Designing all three into the same footprint is what turns a booth from a single venue into a portfolio of experiences.

ENGAGEMENT STRATEGY



SURF

15 minutes or less. Quick-hit interactives, hospitality, casual conversation. The HCP who's between sessions and wants a fast read.

SWIM

30 minutes to an hour. Educational content, in-depth conversations, interactive engagements. The HCP who blocked time to learn something.

DEEP DIVE

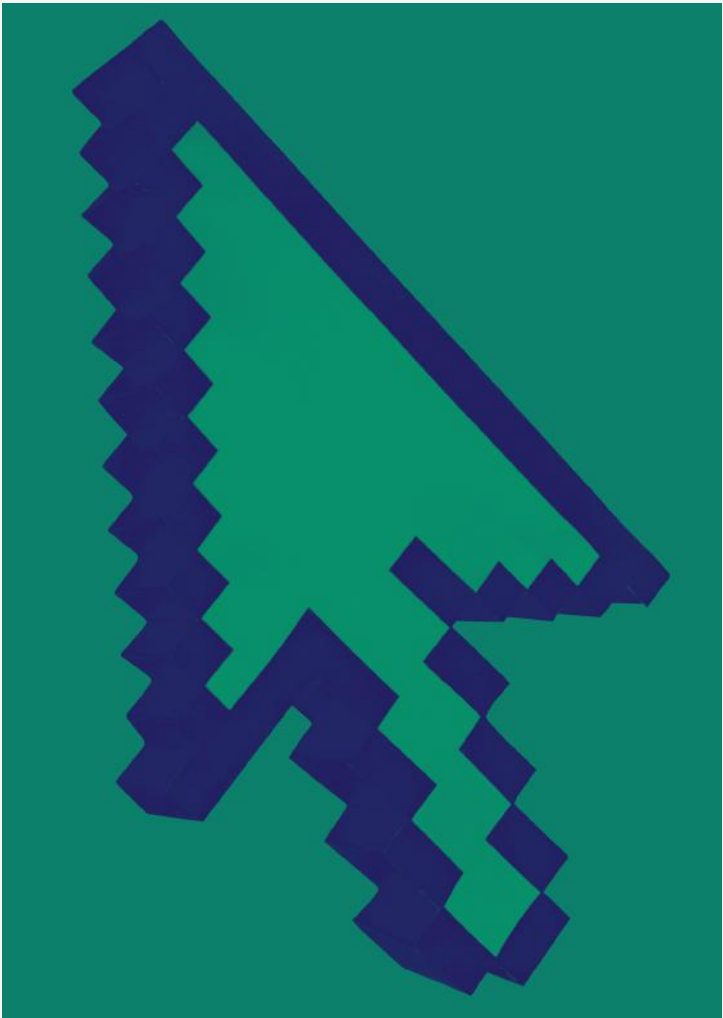
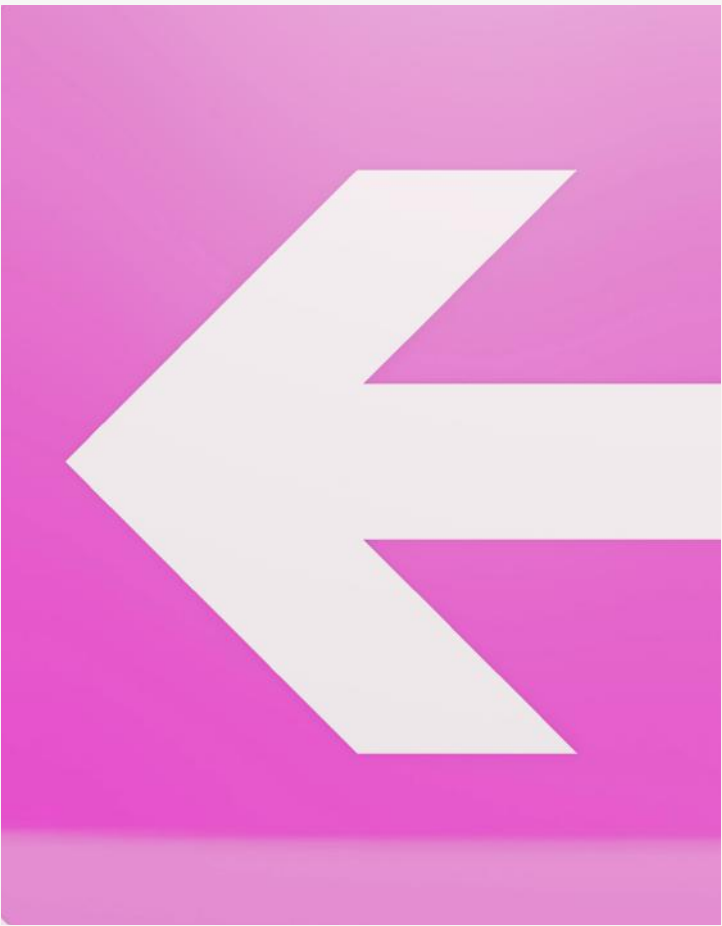
One hour or more. Long-format presentations, private meetings, take-home literature. The HCP who came specifically to talk to you.

ATTENDEE JOURNEY

ROUTE 1

THE ROOM

ATTENDEE JOURNEY



MOST PHARMA BOOTHS DEFAULT TO OPEN FLOOR PLANS BECAUSE THEY PHOTOGRAPH WELL. BUT OPEN DOESN'T NECESSARILY MEAN INTUITIVE.



Without spatial cues, visitors stay on the edges, avoid reps, and leave faster than planned.

Zone design is the translation layer between audience intelligence and physical space. It's the difference between a booth that tells a story and a booth that routes people through one.

Three questions decide the routing:

1. Where does each visitor type enter?
2. What signals tell them where to go?
3. What exit point leads to the next conversation instead of the hallway?

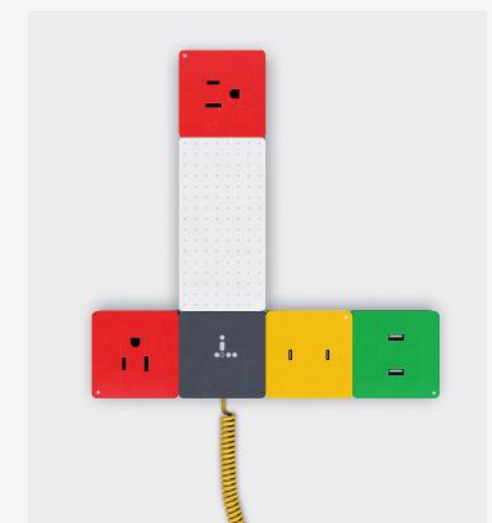
BUILD A NOT A COM

SYSTEM COLLECTION.

Most multi-brand booths are collections of individual brand zones sharing a floor plan. Each with its own look, its own hierarchy, its own personality. That works until something changes. Then you are carving away space from existing brands, and every brand manager has an opinion about who gives up what.

The alternative is to build a system designed to absorb change. Start with the company story, not the product roster. Your therapeutic philosophy, your role in a disease area, your scientific approach. That becomes the structure. Individual brands then occupy defined roles within the narrative. When a new brand arrives, the system has a clear answer for where it goes and how it connects to the whole.

**DESIGN FOR THE PORTFOLIO YOU'LL HAVE
TOMORROW, NOT THE ONE YOU HAVE TODAY.**





FUNCTIONAL HOSPITALITY

MAKE HOSPITALITY DOUBLE

FACULTY WORK SETTIME.

FUNCTIONAL HOSPITALITY



**IT'S THE TOP TOUCHPOINT IN THE
BOOTH. USE IT LIKE ONE.**





Hospitality is a major traffic draw that generates dwell time. However, many brands still treat it as a passive amenity.

Placement is the lever. At the front, it lowers the barrier to entry but risks being a grab-and-go station where people leave without engaging with your content. At the back, it rewards exploration and creates a natural endpoint. When positioned between commercial and medical zones, it bridges two conversations without forcing the shift.

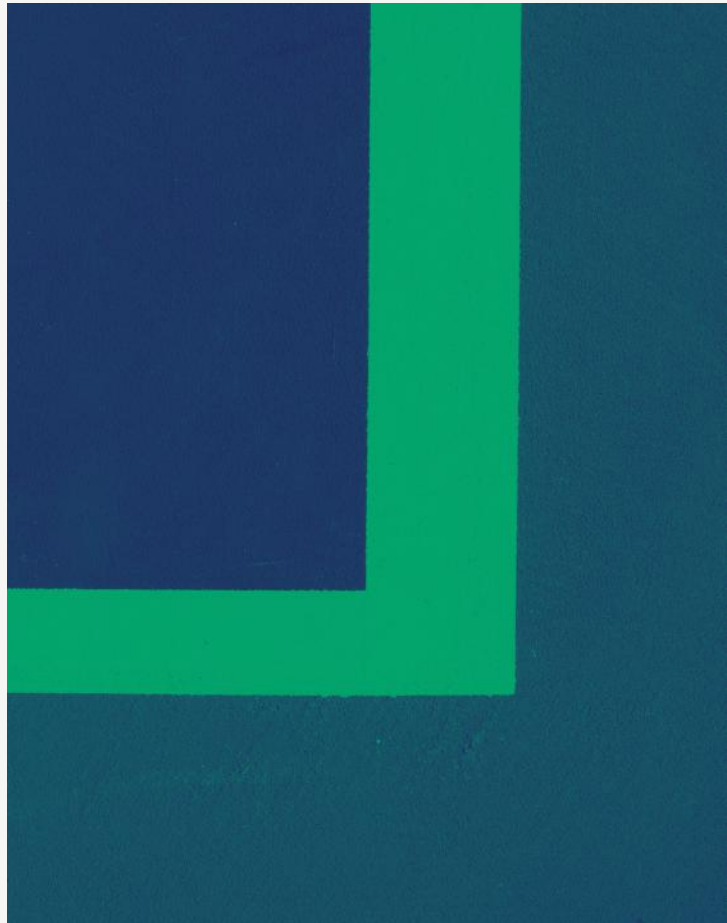
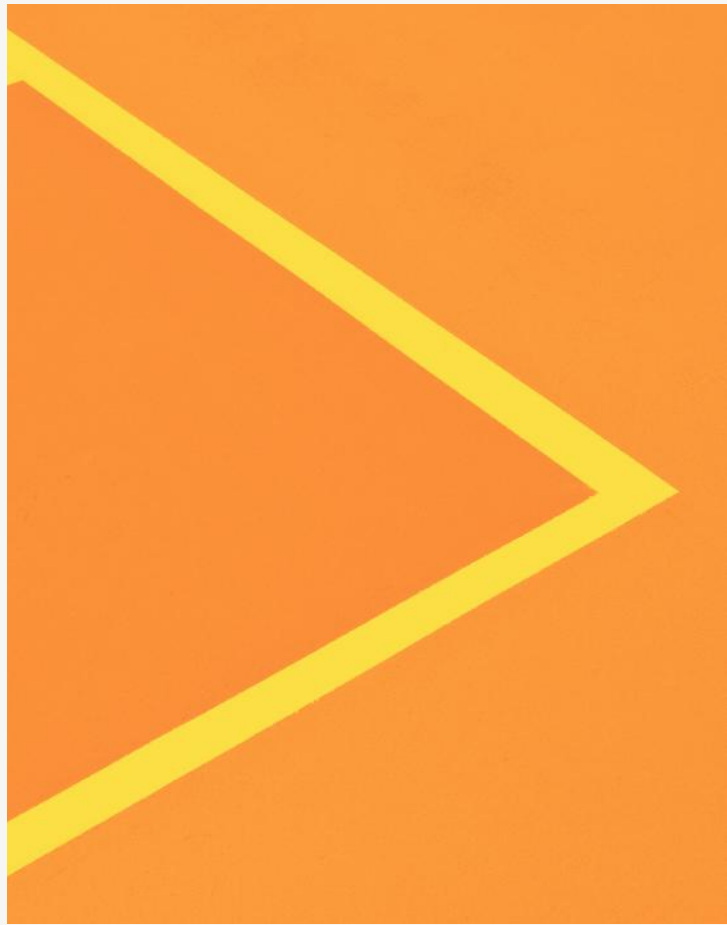
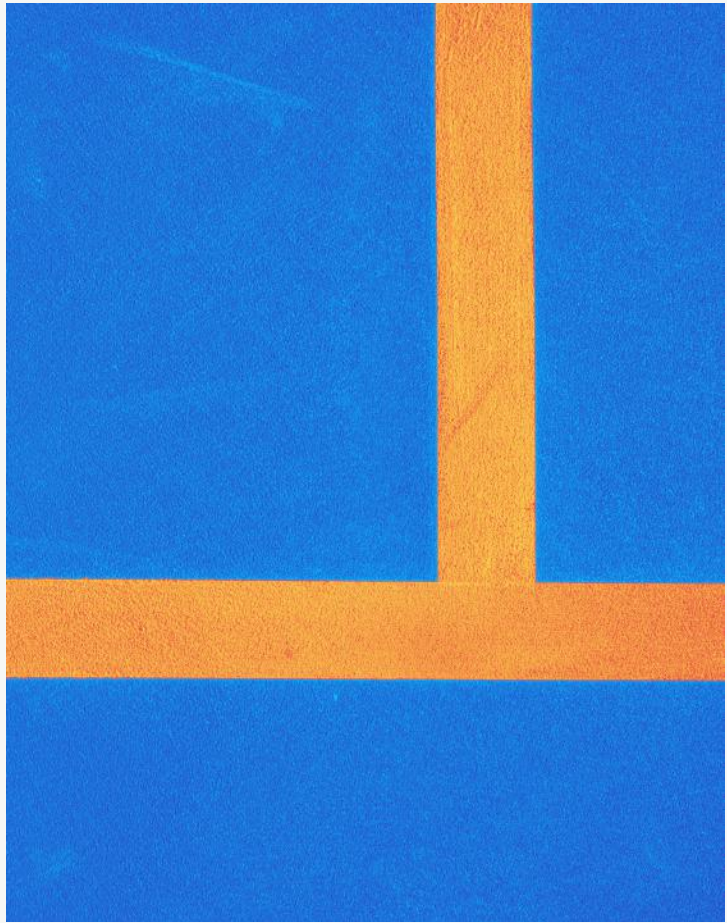
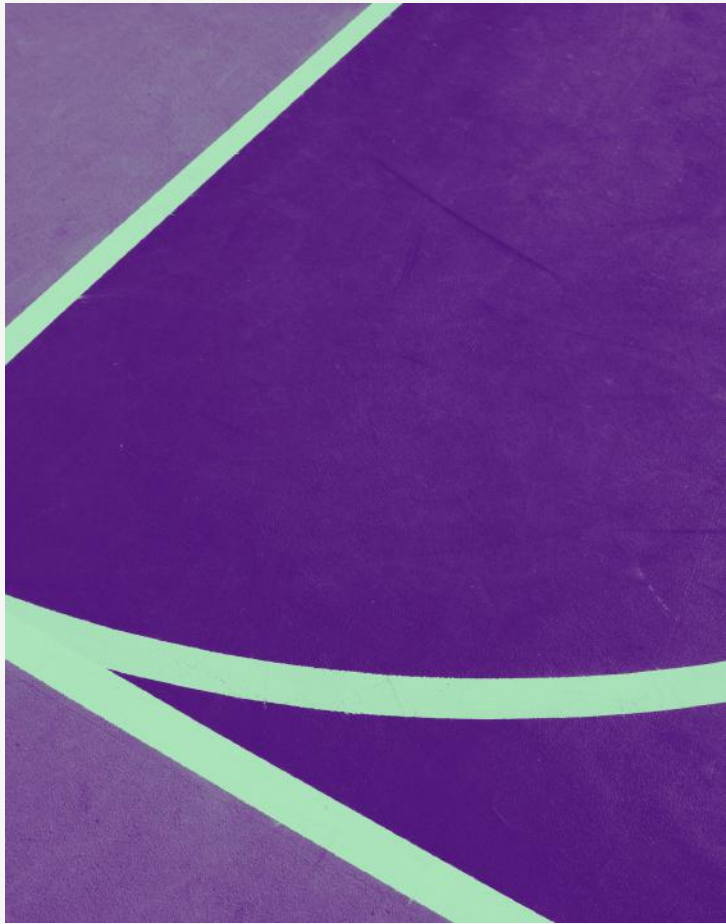
Each placement tells a different story. The question is whether someone made that choice intentionally.

SPATIAL STORYTELLING

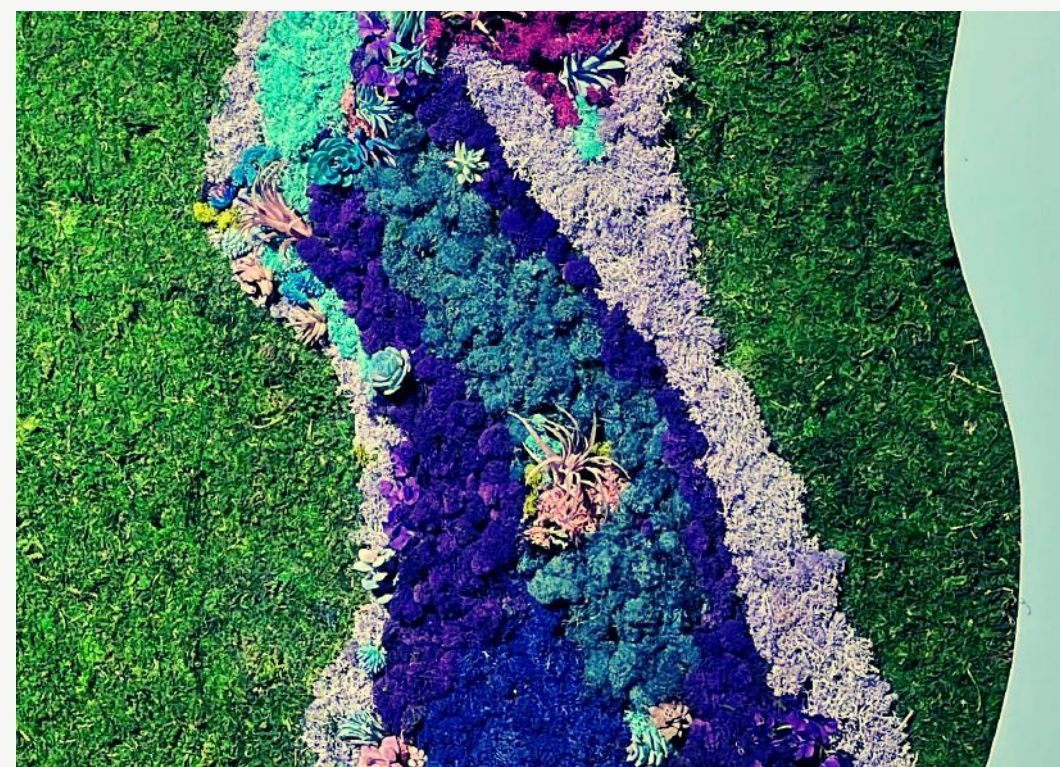
SIGHTLINES STORYLINES

S ARE JUST
IN DISGUISE.

SPATIAL STORYTELLING



USE NARRATIVE TO NAVIGATE THE GREAT DIVIDE.



Promotional and medical content have to live apart. Most teams treat that as a problem to hide. A wall, planter boxes, an awkward signage moment that breaks the experience.

The brands doing this well treat the separation as part of the narrative. The transition itself becomes a moment for a deliberate handoff, a shift in tone, a reason for visitors to cross over rather than choose a side.

MEASUREMENT + INSIGHTS

DATA POINTS TO

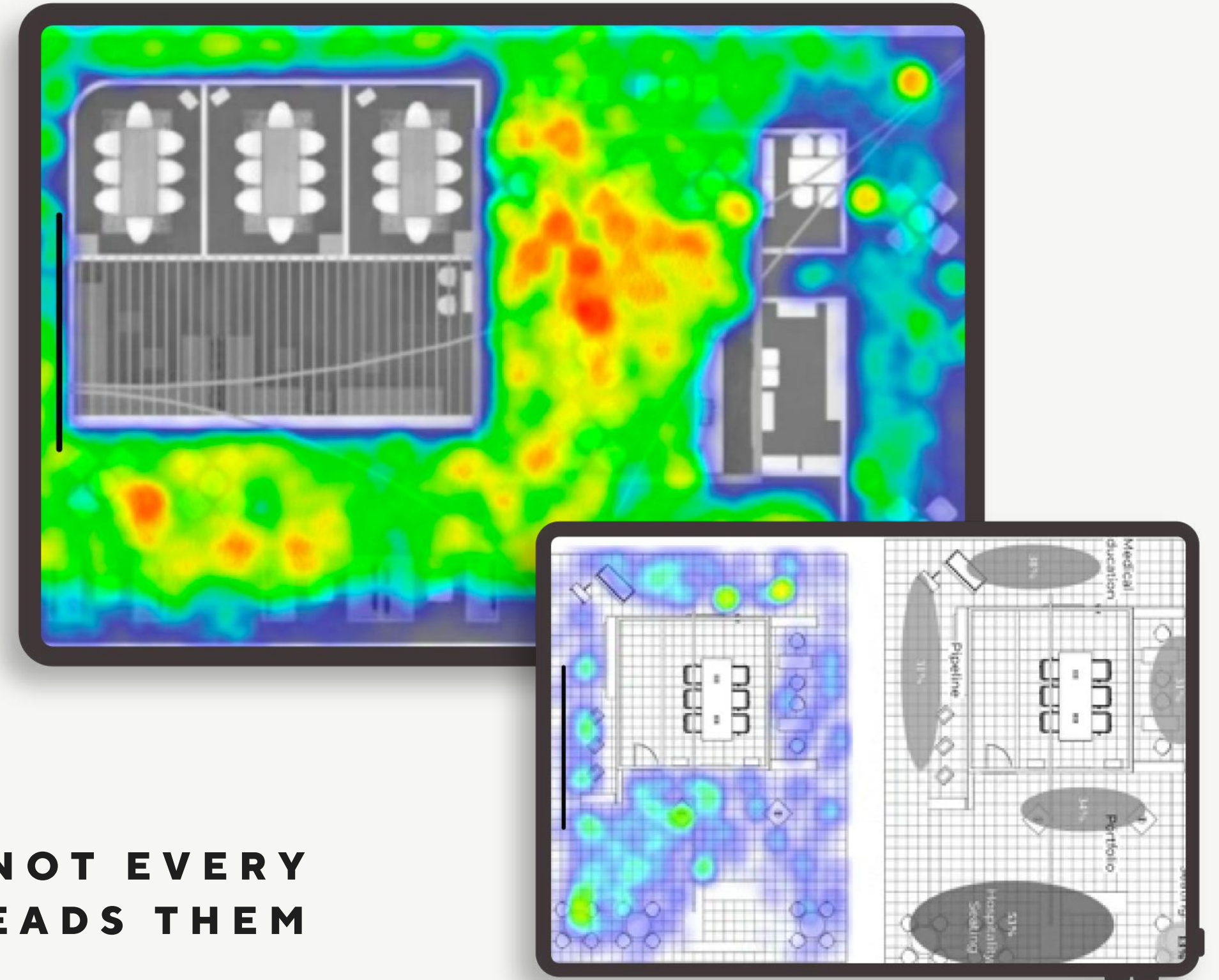
TURNING POINTS.

Badge scans tell you who showed up. They don't tell you what landed, what shifted, or what to do differently next year. Most teams report on a single show in isolation, then start the next planning cycle from scratch.

The shift is treating measurement as a portfolio asset, not a post-event deliverable. Which zones held attention across multiple congresses? Which messages moved sentiment year over year? Which audiences keep coming back and which ones faded away?

That's where insight starts driving strategy instead of justifying it. The next frontier of measurement isn't more metrics per show. It's asking better questions across shows.

EVERY SHOW HAS RECEIPTS, NOT EVERY TEAM READS THEM





THE WAY YOU THINK BECOMES THE WAY YOU COMPETE.

Tactics evolve. Trends fade. The pharma brands that show up with a genuine understanding of their audiences, a clear message and an experience designed for meaning over attention will keep winning year after year.

Not because the booth was the biggest or flashiest but because they thought through the aspects others overlooked. That is the shift.



put these plays to work

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