



## RETHINKING SUPPLY CHAIN COLLABORATION FOR A SMARTER, SUSTAINABLE FUTURE.

### CHALLENGE

After two years of unprecedented disruption, Bayer wanted to engage its most valued suppliers in a redesign of how they would collaborate and grow together going forwards... with sustainability at the core.

### SOLUTION

Bayer Supplier Day 2021 brought 1,346 people across 46 countries together virtually to reflect, redesign and reignite collaboration at scale. Bayer's transformation roadmap was shared openly with the supply chain, emphasising the opportunities for suppliers to engage with Bayer, participate in the transformation and ultimately, grow.

### IMPACT

Not only did 74% of attendees 'see new opportunities to grow', but an appetite for more virtual experiences was created. Bayer is now restructuring its supply chain collaboration programme to feature more frequent virtual events, large and small, to capture the true power of the community.

“WHAT WE PUT IN PRACTICE DURING THIS EVENT WILL BE A BLUEPRINT FOR HOW WE WORK WITH OUR SUPPLIERS, BOTH OLD AND NEW, WELL INTO THE FUTURE.”

Thomas Udesen (CPO, Bayer)

“THE SPIRIT OF PARTNERSHIP, TRUST AND OPENNESS WAS REALLY APPARENT”



## FAR-REACHING & SUSTAINABLE IMPACT

**£1.8m**  
**COST**  
**SAVING**

VS. PHYSICAL EVENT  
PRODUCTION

**460**  
**TONNES**  
**CO2**

SAVED THROUGH  
VIRTUAL EXPERIENCE

**80%**  
**ATTENDANCE**

VS. 30% INDUSTRY  
AVERAGE FOR  
FACE-TO-FACE EVENTS

## END-TO-END VIRTUAL EVENT MANAGEMENT



### DESIGNED

GLOBAL AUDIENCE  
LEADERSHIP INTERVIEWS  
TRANSFORMATION,  
SUSTAINABILITY,  
RESILIENCE AND  
COLLABORATION  
THEME CURATION  
OUTCOMES-BASED  
AGENDA DESIGN



### PRODUCED

1,396 ATTENDEES  
46 COUNTRIES  
85 SPEAKERS  
18 BREAKOUTS



### HOSTED

PRE & POST  
EVENT ENGAGEMENT  
EXPERT FACILITATION  
CHAT, Q&A AND  
SURVEY INTEGRATION  
BEST OF BREED VIRTUAL  
EVENT PLATFORM

## MEANINGFUL & MEASUREABLE ROI

**80%**

WERE BETTER  
ABLE TO  
UNDERSTAND BAYER'S  
LONG-TERM VISION

**74%**

WERE ABLE  
TO IDENTIFY MORE  
OPPORTUNITIES  
TO WORK  
WITH BAYER

**70%**

WANT MORE  
FREQUENT  
SUPPLIER EVENTS