

# Case study

Key Advances in Bioconjugation  
Researcher Live Series



# Results achieved with our promotions



Results	Details
991	Total registrations for the Bioconjugation series
319	Total attendees of the two events
326	Total recording listeners to the two events
114,620	Paid social impressions of the events promotion
6,590	Organic social impressions of the events promotion
164,693	Opens of the event emails
54,000	In-app impressions
<b>339,903</b>	<b>Total people reached via email, app and social media promotions</b>

# Key Advances in Bioconjugation

Exclusively hosted on Researcher Live in January 2022



**Prof Vijay Chudasama**, UCL, UK

Session title: *“Novel methods for the modification of cysteines and disulfides on peptides and proteins”*

Holder of many prestigious awards, grants and scholarships. Nearly 100 publications to date.



**Dr Daniel Richards**, ETH Zürich, Switzerland

Session title: *“The development of protein-nanomaterial conjugates and their applications in therapeutics and diagnostics.”*

Co-investigator on the BRCCH-funded DAVINCI project.



**Dr João Nunes**, Senior Scientist at Abzena , USA

Session title: *“From Idea to IND: the importance of ADC developability”*

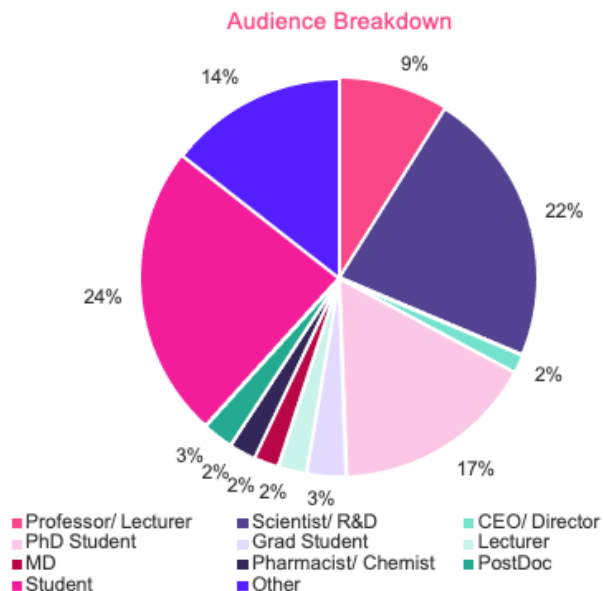
Specialises in conjugation of cytotoxic drugs to antibodies for development of early drug discovery antibody-drug conjugates and has co-authored 17 scientific publications

# Expert, global audience for Key Advances in Bioconjugation

## Key Advances in Bioconjugation

In January 2022, thought leaders in bioconjugation and DNA sequencing addressed an expert audience exclusively on Researcher Live.

Registration opened in December 2021



**991**  
Total registrations

**5,262**  
Event page views

**326**  
Listeners to the recordings

**319**  
Total attendees

## Researcher

Scale Space  
58 Wood Lane  
London W12 7RZ  
United Kingdom

Plum Turner  
Commercial Director  
[plum.turner@researcher-app.com](mailto:plum.turner@researcher-app.com)