

PM • Medicon Village Academy

Why?

Medicon Village (MV) is the largest science park in Scandinavia focusing on life science. In order to help the village's >2,800 scientists, entrepreneurs and facilitators in >180 ventures to bring ideas into finished products and services, MV works with several conceptual event concepts to promote networking, knowledge sharing and social energy build-up.

MV's educational meeting concept "Medicon Village Academy" is one of them, aimed at event hosts (EH) interested in conveying life science knowledge as a way of profiling themselves towards the research park's businesses and their employees, and others visiting MV. In order to secure a high profile of the Academy events, no more than about one a month should be arranged.

How/when/who?

Purpose	To convey knowledge in order to update and train life science professionals in issues of relevance to the industry.
Location	Bistro Merge (ground floor) in The Spark at MV, Scheeletorget in Lund. Bistro Merge is a high profile relaxed informal lounge with a bar suited for serving both food and drinks next to the entrance, followed by a seating area further inside the venue. The atmosphere is airy, thanks to shaded daylight windows from floor to ceiling along both bar and conference room (not interfering with Power Point presentations).
Guests	Maximum 70 with cinema seating, and 50 with classroom style seating. Not exclusive for MV members. Since this concept is new to MV, expected number of participants is unclear. The goal is more than 25 participants registered before the event.
Format	A flexible half day agenda adopted to the needs of the EH, with some fixed elements: <ul style="list-style-type: none"> - event program implemented in English. - agenda either 12.30 - 16.30 starting with 30 min for lunch, or 08.30 - 12.30 ending with 30 min for lunch. Or shorter. - free lunch (profile to be discussed, poke bowl with water suggested) and break with free coffee/tea with cake is part of the agenda, if requested. - breakfast buffet, or after work catering with i.e. tapas, wine and soft music for a social fade out of the formal part of the event, are options to be discussed.
AV	86" screen with external loudspeakers (HDMI), table for computer.
Registration	Registration prior to event is mandatory. Attendance pre-registration to MV by MV's registration system. If requested, MV staff will register attendance on site and hand out name badges supplied by MV. EH receive updated registration list incl participant's e-mail on the event day before the event starts, and earlier if requested. Directly after the event, an attendance list incl participant's e-mail is sent to EH. As part of the registration process, participants give their approval to documentation (pictures and video) of the event for EH's and MV's marketing use.
Marketing	Conceptual events at MV are all about attracting proper audiences, both regarding quality and quantity. To achieve this, an interplay between EH and MV as organizer is of great importance, not the least regarding how to market the event, expressed in a "marketing plan" (incl attendance goal, participant profile, key marketing messages, channel priorities, timing).

Experience proves a mix of the following marketing elements to be successful prior to the event:

- event information on MV's 20 information screens, in the internal newsletter to 2,500 member individuals, in the newsletter to 1,800 external stakeholder individuals, posts in MV's social media channels (LI/FB), on the intranet Village Inn (incl event calendar) and at www.mediconvillage.se (incl event calendar).
- an e-mail invitation to MV members with a profile proper for the event.
- EH invitations to clients, prospects and other.
- joint efforts to supply information to key stake holders.
- EH roll-ups (1-6 works well) and give aways to spread on tables, works well.

Documentation Five weeks before the meeting, EH should provide the MV contact person with the following elements in order to secure a successful event:

- logos (both positive and negative, preferably eps format).
- text in English about the event (approx. 300 entries including spaces).
- information about speakers (name, title, e-mail, mobile phone).
- billing address (by mail or e-mail), and any requested invoice specification.

If PPT presentations are to be displayed from an MV computer (Mac or PC), they should be e-mailed to the MV contact person >24 hours before the event. It is recommended that EH supply learnings provided at the event, both in an analogue form at the event (summary sheet) and in an e-mail after the event.

Responsibility MV (as stated in this document):

- location incl AV.
- catering (catering during lunch and coffee break included).
- marketing.
- registration.
- quality check of content to be presented (sales pitches not accepted).
- if requested, MV staff can be part of the event program (welcome greeting etc).

EH (as stated in this document):

- to provide a formal contact person co-operating with MV's ditto.
- to decide on format incl program and provide speakers.
- marketing.
- documentation.

Budget Attendance at the event is free of charge.
After the event, MV will invoice EH SEK 42 000 excl. VAT (members of MV) or SEK 66 000 excl. VAT (other). Catering costs beyond what's included will be invoiced by MV's restaurant contractor Eatery Village AB.
As a way of expressing the joint ambition of creating a high-profile event, only 2/3 of the MV fee will be invoiced if the number of participants registered before the event is less than 20.

To consider Key considerations for a successful event:

- which topics/themes are of interest to the target group?
- who should present this information to attract proper attendance (both internal and external high-profile speakers are encouraged)?
- how do we present our information in a way optimal to the target group?

MV contact person

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