

## PM • Medicon Village Science for Breakfast

### 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 breakfast meeting concept "Medicon Village Science for Breakfast" is one of them, aimed at companies interested in meeting, selling and profiling themselves towards the research park's businesses and their employees, and others visiting MV. In order to secure a high profile of the Science for Breakfast events, no more than about one a week should be arranged.

### How/when/who?

Purpose	To introduce and update life science professionals to the event hosts (EV) offering.
Location	The lounge (first floor) in The Spark at MV, Scheeletorget in Lund. The lounge is a high profile relaxed informal area, with tenants passing by in a steady flow. The venue is used for informal meetings, coffee breaks and tenants having brought lunch. The atmosphere is airy, thanks to a courtyard disposition with the ceiling six floors up.
Guests	Maximum 70 standing and sitting in chairs and sofas. 30 guests is a fair estimate. Registration prior to event is mandatory (but passers-by tend to participate unannounced). Not exclusive for MV members.
Format	Breakfast buffet (handled by contact person below). Soft music. The guests are usually in no hurry to leave and appreciate mingling after the presentation. Program implemented in English on Tuesdays: 8.30 - 9.30 am Breakfast buffet 8.40 - 8.42 am MV greets/introduces EH 8.42 - 8.55 am EH presentation
AV	55" screen (HDMI) with external loudspeaker on stand, microphone, table for computer.
Registration	Attendance pre-registration to MV by MV's registration system. EH receive updated registration list on the event day before the event starts, and earlier if requested. 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. 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, on the intranet Village Inn (incl event calendar) and at <a href="http://www.mediconvillage.se">www.mediconvillage.se</a> (incl event calendar). - EH invitations to clients, prospects and other.

- Documentation** Three 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 more than 24 hours before the event.
- Responsibility** MV (as stated in this document):
- location incl AV.
  - catering (ordering breakfast).
  - marketing.
  - registration.
  - greeting/introduction of EV
- EH (as stated in this document):
- to provide a formal contact person co-operating with MV's ditto.
  - to provide speaker(s).
  - marketing.
  - documentation.
- Budget** Attendance at the event is free of charge.
- After the event, EH if member of MV is invoiced for breakfast (approx. SEK 165 excl. VAT per person) by MV's restaurant contractor Eatery Village AB. Non-members will be invoiced SEK 20 000 excl. VAT which includes the breakfast cost.
- To consider** Key considerations for a successful event:
- which topics/themes are of interest to the target group?
  - how to present information at this arena in a way optimal to the target group?
  - short PPT-messages and not too small sized letters (some guests are 20 m away).
  - simple messages attract (it's a mingling event, not a scientific seminar).
  - there is usually great mingling and networking afterwards – feel free to convey message hooks for participants to grab.

#### **MV contact person**

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