

PM • Science After Work (SAW) at Medicon Village

Why?

Medicon Village's 180 member businesses and their 2,600 employees want to meet each other and others from the surrounding area professionally and for relaxed socializing. In order to facilitate the latter, various forms of events are carried out, where SAW is described below.

How/when/who?

Purpose	To facilitate knowledge sharing, networking and social build-up in a relaxed atmosphere.
Location	Bar with alcoholic/non-alcoholic drinks, snacks and a barista in a relaxed environment, with chairs at tables and sofas, pendant lights on walls and lounge music, at Medicon Village, Bar Inspira (normally known as Café Inspira), Scheeletorget, Lund.
Agenda	16:00-19:00 SAW. 16:40-17:00 Short welcome note by Medicon Village staff and host followed by a quarter initiated presentation by guest speakers on a life science theme.
Guests	Maximum 400 guests. Not exclusive to Medicon Village members. No pre-registration, first come first served.
Marketing	Each SAW is marketed on Medicon Village's 20 information screens, in the newsletter to 2,500 member individuals and 1,800 external stakeholder individuals, on the intranet and on www.mediconvillage.se . Sometimes also marketed in preferred Medicon Village social media channels (LI) and through the distribution of flyers in Inspira. Hosts are also encouraged to invite their own guests (with residence in or outside Medicon Village). Exposure of the host's marketing materials on a case-by-case basis (i.e. roll-ups, give aways).
Budget	Attendance at the event is free of charge. After the event, Medicon Village will invoice event host SEK 20,000 excl. VAT (members of MV) or SEK 30,000 excl. VAT (other). Catering costs beyond what's included will be invoiced by Medicon Village's restaurant contractor Eatery Village AB.
To consider	Key considerations for a successful event: - which interview person/topic is of interest to the target group? - how do event host market the event to it's target groups in order to make full use of a social event already engaging like 150 guests at Medicon Village?
Other	In the marketing of each event, it is stated that participants must notify Medicon Village if they do not wish to be photographed (GDPR).

Contact person?

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