

PM • Science After Work (SAW) at Medicon Village

Why?

The 180 member businesses and organizations of Medicon Village (MV), along with their 2,800 employees, are eager to connect with each other and professionals from the surrounding area, fostering both professional networking and relaxed social interactions. To facilitate this, we organize various types of events, including our social concept Science After Work (SAW).

How/when/who?

Purpose	To facilitate knowledge sharing, networking and social build-up in a relaxed atmosphere with great vibe.
Host benefits	Science After Work (SAW) is an excellent concept for companies looking to host an enjoyable social event without the hassle, while also ensuring a high-profile guest list to create the right ambiance and profile. In addition to brand exposure before and after the event (as outlined in the 'Marketing' section below), hosts are encouraged to showcase marketing materials during the SAW event. This may include roll-ups, larger display materials, and giveaways. Details of such exposure opportunities are discussed on a case-by-case basis to maximize the host's benefits. Host is also welcome to suggest guest to be interviewed, and to introduce the interviewee.
Location	Bar with alcoholic/non-alcoholic drinks, snacks and a barista, with chairs at tables and sofas, and lounge music, at MV, Bar Inspira, Scheeleorget, Lund.
Agenda	16:00-19:00 SAW. 16:40-17:00 A brief welcome note by the MV staff and host, followed by a 15-minute personal interview with a guest on a life science theme.
Guests	Maximum 400 guests (160 guests on average). Not exclusive to MV members. No pre-registration, first come first served.
Marketing	Each SAW (named 'host name' Science After Work) is promoted: <ul style="list-style-type: none"> - in posts pre and post event in MV's LinkedIn channel, which boasts >8,000 followers as a leading page dedicated to life science in Scandinavia. - on MV's 20 information screens. - on table riders in Inspira (400-700 lunch guests every weekday). - in MV newsletters to 2,500 member individuals and 1,800 external stakeholders. - on MV's intranet Village Inn and www.mediconvillage.se. - in invitations to both internal and external SAW ambassadors, who have extensive and diverse networks. - hosts are also encouraged to invite their own guests.
Budget	Attendance at the event is free of charge. After the event, MV will invoice event host SEK 25,000 excl. VAT (members of MV) or SEK 42,000 excl. VAT (other). Catering costs beyond what's included will be invoiced by MV's restaurant contractor Eatery Village.
To consider	Key considerations for a successful event: <ul style="list-style-type: none"> - how can the host maximize its event benefits through actions taken before and during the event? - which interviewee or topic is of interest to the target group? - how does the event host market the event to its target groups?
Other	In the marketing of each event, it is stated that participants must notify MV if they do not wish to be photographed (GDPR).

Contact person?

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