

## PM • Medicon Village "Insight" Programme

### Why?

Medicon Village (MV) is the largest life science park in Scandinavia. To help the village's 2,800 scientists, entrepreneurs, and facilitators across 180 ventures bring ideas into innovation, Medicon Village Innovation (MVI) works with several established event concepts to promote networking, knowledge sharing, and social energy.

MVI's "X Insight" (where X is name of host) aims to add value to companies and organizations interested in growing their business by hosting several activities at Medicon Village throughout the year, as outlined in an annual plan.

### Details

**Why?** To add value and structure to event partners in their hosting of events and more throughout the year.

**How?** The Insight programme is available to companies and organizations that host at least one MVI set-format event, or another marketing activity with equivalent impact, each quarter of the year. The reason for this is that such a programme builds brand and business over time, which is beneficial for MVI, its members, and the host.

The major Insight benefits to the host (besides general benefits of hosting at MV):

- At the start of the decided event year, as outlined in the annual plan, MVI undertakes a marketing effort, publishing information about the host and its Insight plan on [www.mediconvillage.se](http://www.mediconvillage.se), on MV's digital wall screens, in the weekly email newsletter (+5,700 subscribers), and on LinkedIn (+12,700 followers).
- When marketing each separate event or marketing action, a link to the information on the annual plan at [www.mediconvillage.se](http://www.mediconvillage.se) will be included, demonstrating the host's sincere local ambition and helping event attendees plan ahead. This information will be displayed in a separate Insight section, to promote the program in a premium way.
- A roll-up banner dedicated to the Insight partner, featuring a QR code linked to the aforementioned resource, will be produced in a standard format for each Insight partner. It will be used at every event in the programme, making it easy for attendees to participate in multiple host Insight events.

**Cost?** Zero cost for running an "X Insight" programme, excluding the cost of the actual events/marketing activities.

### MVI contact

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