



Academy

Meetings for networking and knowledge sharing

Medicon Village is a vibrant meeting point facilitating knowledge sharing, networking, and community building.

One of our business meeting concepts is 'Academy', tailored for event hosts interested in showcasing their offerings or sharing academic life science research with businesses, organizations, employees, and visitors at Medicon Village.

4 great reasons to host an event at Medicon Village

No matter if you're out for an elevator pitch to our robust innovation cluster, or a high-profile seminar attracting international VIPs, we provide the competence, network and facility to make it worthwhile.

Having arranged 100 hosted and well attended events in 2024, we feel confident in providing you with proper service for efficient events with strong impact, great reach, and high attendance.

- **IMPACT** by leveraging our position as the largest value-driven science park in Scandinavia dedicated to life science, as a platform for your business development. We are part of a robust innovation cluster, within walking distance from Lund University, Skåne University Hospital, Max IV, European Spallation Source (ESS), and more.
- **REACH** in South Sweden as part of Medicon Valley, one of Europe's strongest life science clusters. Our database, network, and +14,000 followers on LinkedIn, together with promotion in our weekly newsletter (+6,000 subscribers), ensure that your event will attract both regional, national and international attention.
- **ATTENDANCE** by qualified guests in proper numbers (ask for statistics!), using our experience of what works, together with our communication channels to reach out. We attract guests both from outside and within our village – 2,800 scientists, entrepreneurs, and facilitators in 180 businesses/organisations.
- **EFFICIENCY** with you bringing a presentation, while we handle the rest (bookings, catering, marketing, registration, and more) at a cost beneficial to your budget.

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Academy – building brand by sharing knowledge and matchmaking

The Academy concept is aimed at event hosts interested in sharing their and other experts' in-depth knowledge and academic life science research in challenging topics to the research park's businesses and organizations, their employees, and other life science professionals. With matchmaking light as an add-on.



Above: Medicon Village from southeast, in front of Ideon Science Park, Lund University, and Skåne University Hospital, all within walking distance. Right: The Spark, and Bistro Merge within.

Location Bistro Merge is a high profile relaxed informal lounge with a bar suited for serving food and drinks. The atmosphere is airy thanks to shaded daylight windows from floor to ceiling.

Format A flexible half day agenda adopted to the needs of host, with some suggested elements:

- Agenda 12.30-16.30 starting with 30 min for lunch, or 08.30-12.30 ending with lunch.
- Free lunch (i.e. poke bowl with water) and break with free coffee/tea and cake, if requested.
- Breakfast buffet or after work catering (i.e. wine, tapas and soft music), are possible add-ons.

Guests Maximum 70 with cinema seating, and 40 with classroom style seating. Target 25 pre-registered.

Registration Attendance pre-registration in MV's system.

Matchmaking Matchmaking light is part of this event concept:

- Host decides which 10 of the 180 village members to reach out to.
- MV sends an e-mail to site managers of chosen members before the event, offering a meeting with host in conference room in The Spark,

booked for free by MV on event day, or day before or after.

- Host receives attendee list in advance of the event, to have the opportunity to book meetings in the reserved conference room.
- By registration, attendees can click a box to show interest in having a meeting with host.

Marketing

To attract a proper audience in terms of both quality and quantity, a collaborative effort between the host and MV is crucial, especially concerning event marketing:

- Event promotion on MV's 20 wall screens, in newsletter (+6,700 subscribers), on intranet, and on www.mediconvillage.se.
- E-mail invitation to MV members with a profile proper for the event.
- Joint efforts to supply information to key stakeholders, and others.
- 2 LinkedIn posts are published by MV before and during the event (+16,600 followers).

Budget

Event attendance is free of charge. Post event, MV will invoice host (excl. VAT) SEK 45,000 (MV members) or SEK 78,000 (non MV members).