



# Science After Work

## 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 'Science After Work', tailored for event hosts interested in showcasing their offerings while promoting networking, knowledge sharing, and social interaction in a relaxed environment 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.

For more information, contact:  
[dimitra.manou@mediconvillage.se](mailto:dimitra.manou@mediconvillage.se)  
+46 (0)73-512 91 76

# Science After Work - networking in a relaxed social context

The Science After Work (SAW) concept is aimed at event hosts interested in using an established social arena to profile themselves and build relations in a relaxed atmosphere with great vibe towards Medicon Village businesses and organizations, their employees, and other life science professionals. To support bringing ideas into finished products and services, Medicon Village also provides other conceptual event concepts, like Science for Breakfast, Science for Lunch, Academy, and Meet&Greet, facilitating effective networking, knowledge sharing and social energy build-up.



Above: Medicon Village from southeast, in front of Ideon Science Park, Lund University, and Skåne University Hospital, all within walking distance. Right: Mingling both in- and outside of Inspira.

**Location** Inside Inspira at Scheletorget, and outside on the terrace with a BBQ when weather allows it.

**Format** 16:00-19:00 SAW.  
16:40-17:00 Welcome note by Medicon Village (MV) staff and host, followed by a personal interview with a guest (from host?) on a life science theme.

**Guests** Maximum 400 guests (160 guests on average), standing or seated in chairs and sofas.

**Registration** No registration, first come first served.

**Marketing** To attract a proper audience in terms of both quality and quantity, a collaborative effort

## Budget

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, on [www.mediconvillage.se](http://www.mediconvillage.se), and in posts pre and post event in MV's LinkedIn channel (+16,600 followers).
- Host invitations to key stakeholders, clients, prospects and others.

Event attendance 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.

## Major host benefits: Qualified life science professionals in proper numbers

+ Efficient communication promoting your event and brand to decision makers

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