



Science for Breakfast

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 for Breakfast', 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 +10,000 followers on LinkedIn, together with promotion in our weekly newsletter (+5,000 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
+46 (0)73-512 91 76

Science for Breakfast - elevator pitching in a networking context

The Science for Breakfast concept is aimed at event hosts interested in selling and profiling themselves and their expertise 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 Lunch, Academy, Science After Work 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: The Spark, and the Lounge within.

Location	The Spark Lounge is a high-profile informal area, characterized by a courtyard disposition and a ceiling located six floors up.
Format	Premium breakfast to soft music on Tuesdays: 08.20 - 09.30 Breakfast buffet and mingling. 08.30 - 08.45 MV's introduction followed by host presentation (in English).
Guests	50-120 guests (on average 75), standing or seated in chairs and sofas.
Registration	Attendance pre-registration in MV's system.
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, and on www.mediconvillage.se .
	- Host invitations to key stakeholders, clients, prospects and others.
	- During the event, a dedicated LinkedIn post is published by MV (+16,600 followers), incl. a picture of the speaker(s).
Budget	Event attendance is free of charge. Post event, MV will invoice host (excl. VAT) SEK 18,000 (MV members) or SEK 33,000 (non MV members).

Major host benefits: Qualified life science professionals in proper numbers
+ Efficient communication promoting your event and brand to decision makers

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