



Science for Lunch

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 Lunch', 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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Science for Lunch – building brand by sharing knowledge

The Science for Lunch concept is aimed at event hosts interested in sharing their knowledge to the research park's 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, 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 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. (*other suitable locations might be considered).

Format Guests having free lunch (poke bowl suggested) while taking part of presentations:

- 11.45 Welcoming of guests, lunch and mingling.
- 12.00 MV's introduction (1min), 45 min of your presentation and 15 min of Q&A.
- 13.00 Discussions over coffee.

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

Registration Attendance pre-registration in MV's system.

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.
- Host invitations to key stake holders, clients, prospects 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 28,000 (MV members) or SEK 45,000 (non MV members).

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