

5 efficient event formats to host

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 work.

On the following pages, we present five event formats to simplify your event hosting.

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.

... and 4 great reasons why you should host:

- **IMPACT** by leveraging our position as the largest value-driven life science science park in Scandinavia, as a platform for your business development. We are part of a robust local innovation cluster, together with Lund University, Skåne University Hospital, Max IV, European Spallation Source, and more.
- **REACH** as part of Medicon Valley, one of Europe's strongest life science clusters. Our database, network, +14,000 followers on LinkedIn, and 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
+46 (0)73-512 91 76

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 48,000 (MV members) or SEK 80,000 (non MV members).

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

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 stake holders, 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).

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

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

Meet&Greet – exhibition concept for promotion and brand building

The Meet&Greet concept is designed for event hosts seeking opportunities to promote products or services, build brand, and enhance visibility 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 Science After Work.



Examples of Meet&Greet events at Medicon Village.

Location Inspira, right in the middle of Medicon Village.

Format Host decides when to be present. Booking for more than one consecutive day is possible. Two venues offered:

- 1.) Inside Inspira: host offered a standing table (ø60 cm) placed where all guests to restaurant and café pass by (400-700 a day). Max two roll-ups can be placed near the table, or other display solutions as agreed upon. Lunchtime 11am to 1pm weekdays suggested.
- 2.) Outside Inspira or The Spark: showtruck/van. Electrical outlet available (up to 32A).

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.
- Just before the event, a dedicated LinkedIn post is published by MV (+16,600 followers).
- Host invitations to key stake holders, clients, prospects and others.

Budget Post event, MV will invoice host (excl. VAT) SEK 5,000-8,000 (depending on inside or outside location). Event inside location is free of charge to MV members, and to be discussed outside.

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

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 Scheeleorget, 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, and in posts pre and post event in MV's LinkedIn channel (+16,600 followers).
- Host invitations to key stake holders, 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

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