

Meet in Italy for Life Sciences 2019

Brokerage Event – MIT4LS2019 BE

Participant's Guide

The following guide provides information about **registering** and **meetings management** regarding the brokerage event of Meet in Italy for Life Sciences

Please make sure that e-mails from noreply@b2match.io are not blocked or classified as spam by your e-mail server. All communications from the system come from that address.

MIT4LS2019 BE Dates to remember

07 Oct 2019* , 13:00

Deadline for registration

**Registrations can be closed earlier depending on the number of participants*

23 Sep - 09 Oct 2019, 14:00

Booking of one-to-one meetings

11 Oct 2019

Release of first version of meeting schedule

16 Oct 2019 11:00 – 18:30

Bilateral one-to-one meetings

17 Oct 2019 09:30 – 18:30

Bilateral one-to-one meetings

18 Oct 2019 09:30 – 12:30

Bilateral one-to-one meetings

If you want to attend the Brokerage Event, please register at

<https://trieste2019.mit4ls.b2match.io/>

Through the partnering platform is also possible to register for the other MIT4LS2019 initiatives (*Workshop, Italian Healthcare venture Forum 2019, International conference*, see below)

If you are **only** interested in attending:

- *International conference*, 16 October, 9:00-13:00 "From genomics to epigenomics: the future of medicine"
- *Workshops*, 16-18 October
- *Italian Healthcare Venture Forum 2019*, 18 October

no need to register to the brokerage event, you have to fill in a separated, simpler form at:

<https://meetitalylifesciences.eu/en/iscrizioni/>

In the following sections **you find** information for:

- how to register to Meet in Italy for Life Sciences 2019 Brokerage Event – MIT4LS2019 BE
- how to manage your meetings/search for partners at MIT4LS2019 BE
- follow-up

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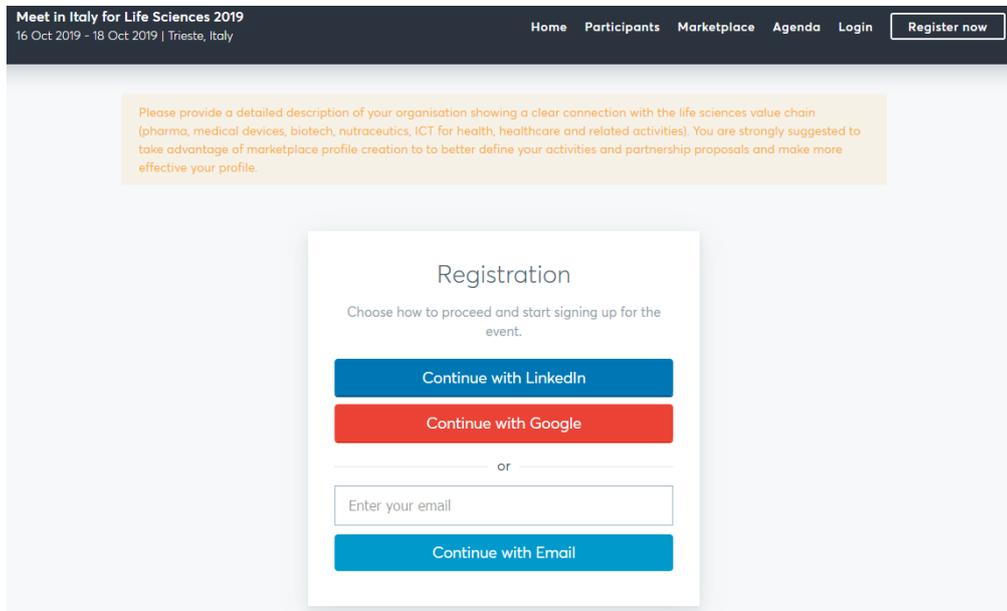
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1. How to register

Participant registration is quite easy. Just click the green button “**Register now**”, on the right, at <https://trieste2019.mit4ls.b2match.io/> and fill in the form with your name, e-mail (that will be your login credential) and a password for your account:



The screenshot shows the registration page for the event. At the top, there is a navigation bar with the event title "Meet in Italy for Life Sciences 2019" and dates "16 Oct 2019 - 18 Oct 2019 | Trieste, Italy". The navigation menu includes "Home", "Participants", "Marketplace", "Agenda", "Login", and a "Register now" button. Below the navigation bar, there is a yellow box with a message: "Please provide a detailed description of your organisation showing a clear connection with the life sciences value chain (pharma, medical devices, biotech, nutraceuticals, ICT for health, healthcare and related activities). You are strongly suggested to take advantage of marketplace profile creation to to better define your activities and partnership proposals and make more effective your profile." The main content area is titled "Registration" and contains the instruction "Choose how to proceed and start signing up for the event." There are three options: "Continue with LinkedIn" (blue button), "Continue with Google" (red button), and "or" (text). Below "or" is a text input field labeled "Enter your email" and a "Continue with Email" (blue button).

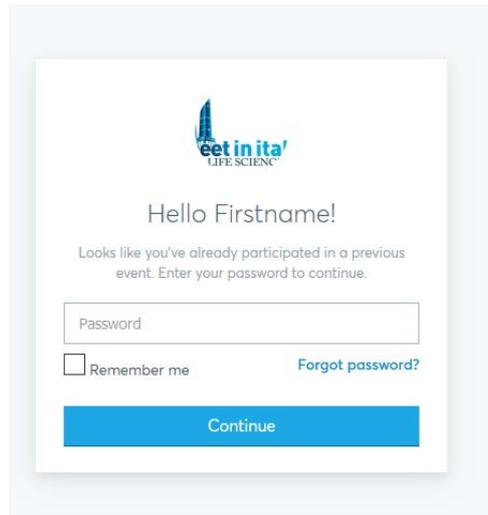
If this is the first B2match-managed event you are participating in, an e-mail with a verification link is sent to the e-mail address you provided.

If you have already participated in events based on the B2match platform, you will be recognised by the system with an “Hello, *your first name*” message and prompted to type again your account password. There, you can also recover the password using the “Forgot password” link.

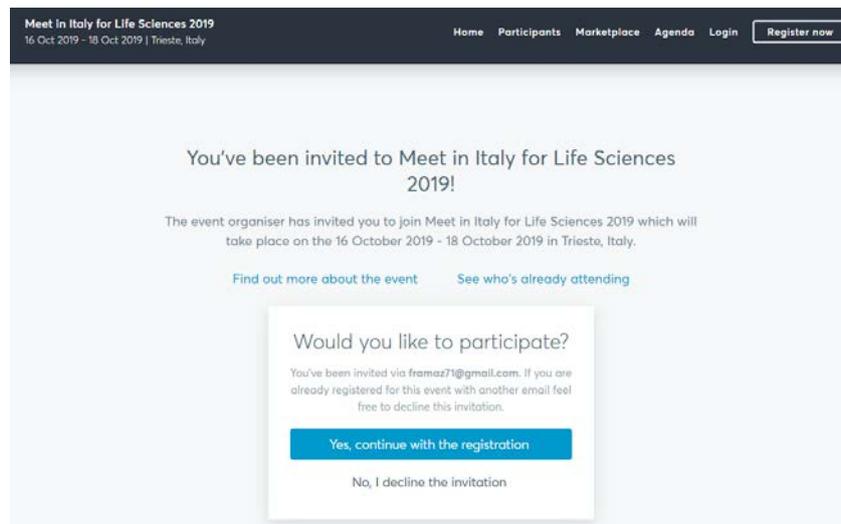
Have a look at the terms of service and privacy policy at the bottom of the form page.

Please, **be advised that by registering to the MIT4LS brokerage event you accept, besides the B2match's terms of service and privacy policy, also the terms of use reported in the website under the Terms of use section:**

<https://trieste2019.mit4ls.b2match.io/page-2761>



If you participated in one of the previous editions of Meet in Italy brokerage events, you should have received an invitation to join MIT4LS2019 BE from noreply@b2match.io, with a link that leads to the following page:



In all the cases, you are eventually redirected to the Plan your Attendance page, where you can select your available time slots for meetings on Wednesday 16 October. At the bottom of the page click "Next day" and make your choice for Thursday 17 and Friday 18 October and then click on "Continue" at the bottom.

You have to select at least one time slot to go on, but you can refine or modify your selections later on, but before 23 September, when the booking of meetings begins.

In the Attendance section you also find the checkboxes regarding the registration to listen to the Italian Healthcare Venture Forum 2019 pitch presentations (18 October morning) to attend the available workshops (16-18 October) and the international conference (16 October morning).

1

ATTENDANCE

2

PROFILE

Please provide a detailed description of your organisation showing a clear connection with the life sciences value chain (pharma, medical devices, biotech, nutraceuticals, ICT for health, healthcare and related activities). You are strongly suggested to take advantage of marketplace profile creation to to better define your activities and partnership proposals and make more effective your profile.

Plan your Attendance

16 October 2019 (Wednesday 1 of 3)

Which session do you want to attend?

Conference "From genomics to epigenomics: the future of medicine" - CONFERENCE
Session 1
Time
09:00 - 11:15

1-to-1 Meetings Wed 16 Oct Morning [Select all](#) [Unselect all](#)

11:00 11:30 12:00 12:30

Conference "From genomics to epigenomics: the future of medicine" - CONFERENCE
Session 2
Time
11:30 - 13:00

1-to-1 Meetings Wed 16 Oct Afternoon [Select all](#) [Unselect all](#)

14:00 14:30 15:00 15:30 16:00 16:30 17:00 17:30 18:00

Next day

After the Plan your Attendance section, you will be prompted to insert your personal data.

Complete Your Profile

Add information about you and your organisation to your profile.

Personal Information

First Name*

Last Name*

Job Position

Mobile Phone Number

Only the event organiser can see your phone number

Profile Picture



Use a picture that gives the attendees a good impression of who you are. No logos or pictures of landscapes please.

and organisation data (organisation name, description and type, logo, address, website, areas of activity). There you can also select your Enterprise Europe Network (EEN, <https://een.ec.europa.eu/>) local supporting office (SO). EEN is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. EEN is a network of technology poles, innovation support organisations, universities and research institutes, regional development organisations, chambers of commerce and industry supporting organisations to innovate and grow on an international scale, active in more than 60 countries with more than 600 supporting members.

If you don't know your local EEN SO, the event main organisation will check your profile and assign you one SO on a regional base. Your SO will contact you offering to support you before, during and after the event.

The screenshot shows a form titled "Organisation Information". It contains the following fields:

- Organisation Name ***: A text input field.
- Organisation Type ***: A dropdown menu with "Please choose" selected.
- Website**: A text input field containing "http://".
- Organisation description ***: A large text area with a placeholder text: "Write a short description about what your organisation does. Keep it short and enjoyable to read."
- Organisation Logo**: A section with a grey box labeled "Organisation Logo" and a blue link: "Click here to upload an organisation logo". Below this is the instruction: "Upload your organisation's logo. It will be visible inside your profile."

The screenshot shows a form titled "Areas of Activity *". It contains the following elements:

- Areas of Activity ***: A section header.
- Areas of Activity help us to categorize what you do and offer. This makes easier for other participants to find you and makes your profile more expressive.**: A paragraph of text.
- Please select areas of activity that suit your profile.**: A paragraph of text.
- Areas of activity**: A list of activity categories, each in a button-like box:
 - IT Applications for Health
 - Medical devices
 - Pharmaceuticals
 - Nutraceuticals, probiotics, functional food, cosmeceutics
 - Biotechnologies (Pharma&Medical Devices)
 - Analytical and characterization services
 - 3D Printing/addictive manufacturing for biomedical applications
 - Bioinformatics, Big data analytics
 - Biomaterials
 - Biosensors
 - Chemicals & APIs
 - CMO (Contract Manufacturing Organisation)
 - Consulting services
 - CRO (Contract Research Organisation)
 - Diagnostics IVD
 - Diagnostics - Equipment and accessories
 - Diagnostics - Imaging equipment and processing
 - Drug screening & delivery

Choose your local support office

Support office

Privacy Policy & Terms of use agreement * Yes, I have read and agree to MIT4LS2019 BE terms of service and privacy policy

By registering to this event, I confirm that I have read, consent and agree to the terms and privacy policy reported at the following web page: [Privacy&Terms of Use](#)

Accompanying person info

Please provide few details regarding the accompanying person. Remember that one accompanying person besides the main contact of the organisation is allowed, any further accompanying person has to be granted from the organisation staff

Accompanying person Full Name

Please insert full name of the accompanying person

Accompanying person e-mail

Please insert accompanying person e-mail

Accompanying person mobile phone

Please insert mobile phone of the accompanying person

If you are planning to participate to the event with two people from your organisation, you have to insert there the data (name, e-mail and mobile phone) of the **accompanying person**. You can also do it later on from your profile account. Any further accompanying person participation (i.e. >1 person) to the event has to be approved from the organisation staff (<https://trieste2019.mit4ls.b2match.io/page-891>), thus you have check if that is possible.

The description of your organisation should clearly indicate what you are looking for or offer to the other participants and provide enough details to correlate your activities to the life sciences sector value chain (pharma, biotech, medical devices, nutraceuticals, ICT for health).

Click "Continue" and the registration is completed. You will receive a notification about it by e-mail from noreply@b2match.io.

You've successfully signed up for the MIT4LS2018 Brokerage Event!

Thanks for signing up. You are going to the MIT4LS2018 Brokerage Event!
You'll receive an email confirmation shortly.

Your profile is waiting to be activated!

Your profile will be visible to other participants as soon as the organiser activates your profile. You will get notified via email.

Other

Meet in Italy for Life Sciences

Meet in Italy for Life Sciences is the leading international matchmaking and update event on Life Sciences in Italy.

The 2018 edition is promoted and supported by all the major organisations working in life sciences: Italian Life Sciences Cluster Alisei, Enterprise Europe Network, ASTER, Regione Emilia-Romagna, Unioncamere Emilia-Romagna, Eurospartello-Camera di Commercio di Ravenna, Confindustria Emilia-Romagna, ENEA, CNA Emilia Romagna, Clust-ER Health, Assobiomedica, Tuscany Life Sciences Cluster, bioPmed, Bioindustry Park, Confindustria Toscana, Confindustria Piemonte, Assolombarda, Cluster Lombardo Scienze della Vita, FAST, INNOVHUB SSI, Finlombarda, Lazio Innova, Cluster Chico, Consorzio Biomedicina Molecolare, Unindustria, ICE Agenzia.

The number is still growing.

[Product](#)

Each registered profile is **manually checked** by the organisation staff or your EEN SO **before activation and publication**, to see if it fits to the event topics and it is detailed enough. Integration or clarification could be asked from the organisation before proceeding with the activation.

The organisation **strongly suggests** to take advantage of **marketplace profile creation**. Marketplace profiles are more specific descriptions, tailored description of what you are looking for or offering at the event, to help participants in looking for partners and to better focusing the match between participants.

They can be searched in a separated, specific page on the matching website: <https://trieste2019.mit4ls.b2match.io/marketplace>

There are six categories of marketplace profiles, each one with optional, additional tags to get an even more specific entry. All the entries have a separated section on the website, with their own filters, the Marketplace, in the main menu bar at the top of the page.

The marketplace profile types are:

- **Product**: describe a product you are offering, generally a commercially available product, looking for distribution partners, licensing opportunities, potential customers.
- **Service**: describe a service you are offering, like R&D, internationalisation, project proposal support, consulting, CRO, CMO
- **Partnership**: describe your offer or request about engaging other participants in business, R&D, manufacturing, consulting, co-development, project partnership etc.
- **Project cooperation**: use this for offer/request about a specific project, for instance for European call partner search, or a project idea already defined, looking for partners and expertise to complete it.
- **Investment opportunity**: describe your request for investment (start-ups generally fill this kind of profile) but use this profile also if you are an investor looking for investment opportunities.
- **Request**: if your request is not well represented by the profiles above, use this generic request profile.

All the information provided during the registration (organisation data, attendance, accompanying person etc) as well the creation and editing of the marketplace entries can be updated accessing your account profile using your credentials at:

<https://trieste2019.mit4ls.b2match.io/login>

2. How to search for partners and manage your meetings

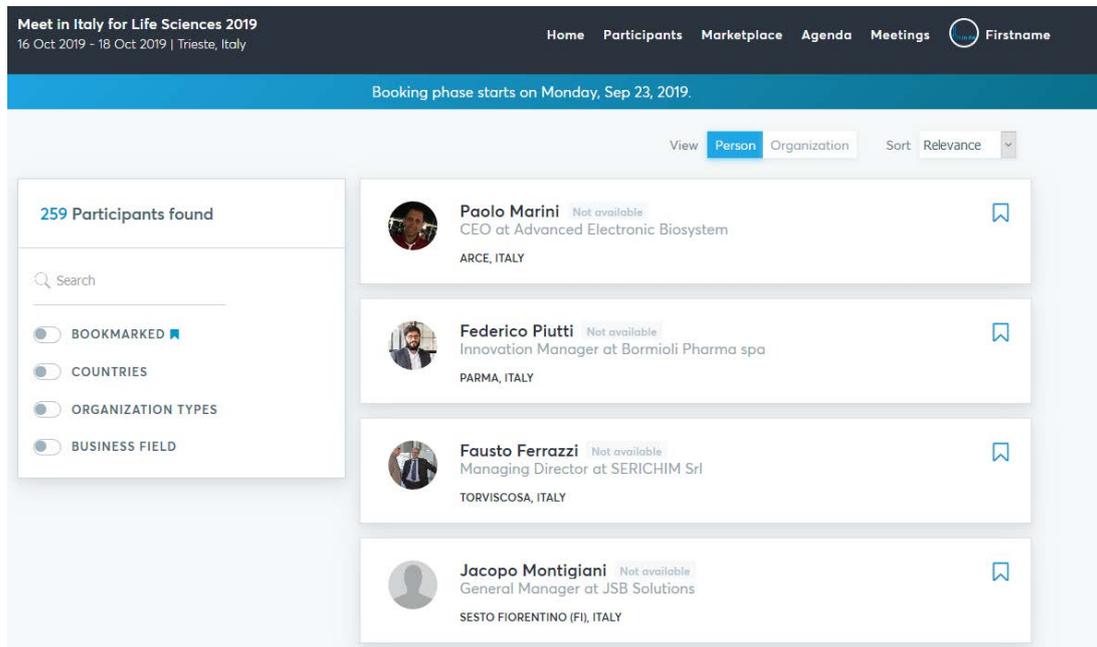
2. 1. Searching for potential partners

You can look for potential partners accessing the "Participants" section from the menu bar. By default, newest activated participants are displayed first. You can also change the view from person to organisation, sort alphabetically or by availability, and take advantage of the filters and the search box on the left.

In the same way you can search the marketplace entries in the Marketplace section.

If you are logged in, you **can bookmark** the organisation of interest (the small blue icon on the top right of the boxes of each person/organisation listed) and create your own list of participants of interest.

All the participants are showed as "Not available" until the **booking phase begins, on the 23th of September, 9:00.**



The screenshot displays the 'Meet in Italy for Life Sciences 2019' website interface. The header includes the event title, dates (16 Oct 2019 - 18 Oct 2019 | Trieste, Italy), and navigation links (Home, Participants, Marketplace, Agenda, Meetings, Firstname). A blue banner indicates 'Booking phase starts on Monday, Sep 23, 2019.' Below the banner, there are view and sort options: 'View' (Person, Organization) and 'Sort' (Relevance). The main content area shows a list of 259 participants found. On the left, there are filters for 'BOOKMARKED', 'COUNTRIES', 'ORGANIZATION TYPES', and 'BUSINESS FIELD'. The list of participants includes:

- Paolo Marini** (Not available) - CEO at Advanced Electronic Biosystem, ARCE, ITALY
- Federico Piutti** (Not available) - Innovation Manager at Bormioli Pharma spa, PARMA, ITALY
- Fausto Ferrazzi** (Not available) - Managing Director at SERICHIM Srl, TORVISCOSA, ITALY
- Jacopo Montigiani** (Not available) - General Manager at JSB Solutions, SESTO FIORENTINO (FI), ITALY

2. 2. Booking phase and meetings management

From the **23th of September, 9:00 up to the 9th of October at 14:00 the booking phase takes place.**

That means that you can ask or receive requests for meetings. After the deadline of the 9th of October, no further bookings will be possible until the first participants agenda is released, on the 11th of October. After the agenda publication, meeting requests will be possible, but they are going to be accepted and defined by the participant receiving the request. In that regard, details will be provided by e-mail when the booking will be re-opened.

Extra-meetings can also be verified and arranged contacting your local support office or the organisation staff, or directly at the event.

Only validated participants **with at least one one-to-one session availability selected**, under My attendance section, can ask or receive requests for meetings.

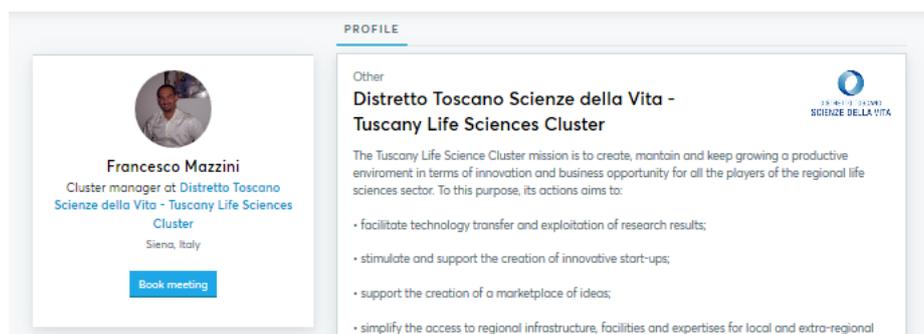
You can ask or receive requests for meetings only with participants still having free slots matching the time availability you provided under My attendance section. Each meeting lasts about 30 minutes.

Not available participants are those who provided time slots availability not in common with yours or have no free time slots.

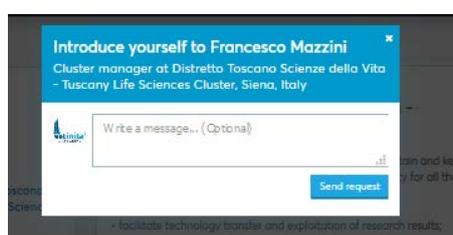
To maximise your chances of meeting, **it is strongly suggested to provide the wider possible time availability**, selecting the corresponding time slots under My Attendance section.

Consider that increasing your sessions availability during or after the booking phase does not affect requested/accepted meetings, **but reducing it can affect meetings only possible in that time frame, resulting in the potential loss of meetings**. Thus, if you have to reduce your availability during the booking phase and, in particular, after the 9th of October, check with your local EEN supporting office or the organisation the impact on your meetings, to allow them to manage already asked meetings and inform the participants involved.

To ask for meetings: just select an available participant of your interest. In the participant profile, in the box on the left, under the picture and name, just click the blue button "Book meeting".



A pop up appears in which you can type a message that will be delivered together with the e-mail notification of meeting request to the participant of interest. Clicking the blue "Send request" button finalizes the meeting request.



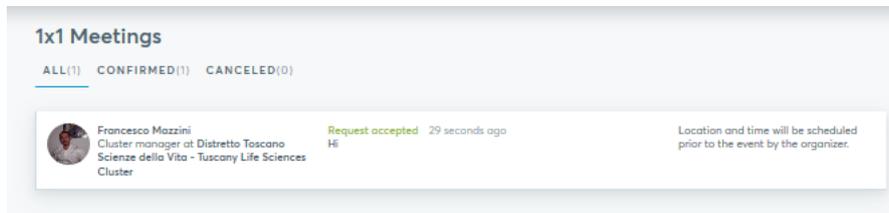
The other participant will receive a notification from noreply@b2match.io regarding the meeting request, together with the message you typed in (if any). If you want to answer to the message, don't reply to the notification e-mail, but use the message system connected with each meeting (see below).

Bookings are assigned based on the "First Come - First Served" principle. **The longer you wait, the higher is the possibility that interesting profiles will be already fully booked.**

If you are interested in a "Not Available" participant, you can ask your local supporting office or the organisation staff to put you in contact with that participant to discuss potential collaboration or to try to arrange an extra-meeting at the event.

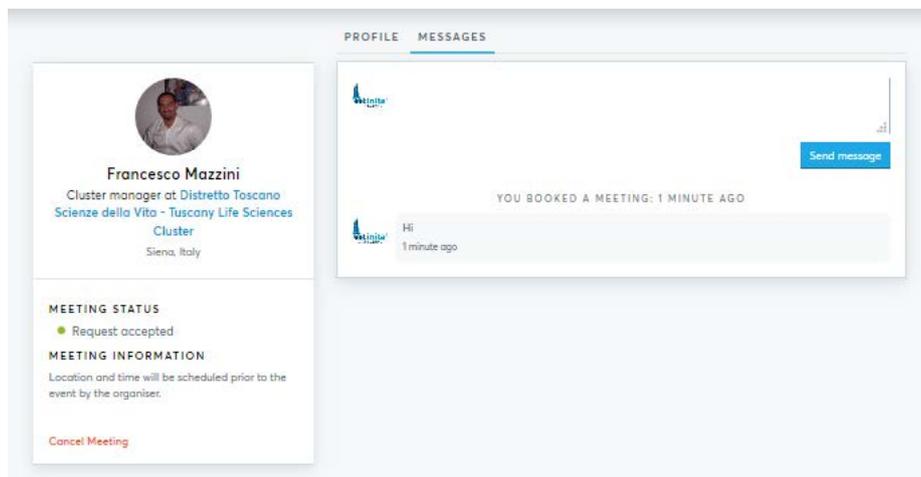
Please **remember that the requests of meeting are given ACCEPTED by default. If you want to cancel or reject a meeting, you have to manually do it from the Meetings panel** (see below what happens after the release of the agenda on 11 October). **Check regularly your meetings during the booking phase** to cancel meetings not interesting to you and to get back free time slots for other meetings.

All your meetings are reported under the Meetings section (in the website top menu bar), that you can access from the main menu bar.

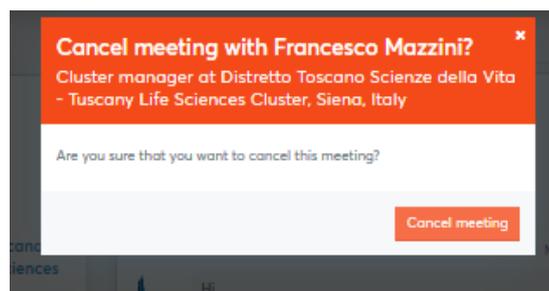


Clicking a meeting box provides you all the details and messages connected to it. There you can reply to message sent from the other participant, in particular if you want to explain why you have to cancel a meeting and how to keep in touch with the participant to explore potential collaborations.

An e-mail notification is sent for every new message created.



From the meeting overview, you can also **cancel a meeting**, there is a red "**Cancel meeting**" link at the bottom of the left box, under Meeting information. Click it and a pop up appears asking if you are sure of the cancellation. Confirm and the participant will receive the e-mail notification informing about the cancellation. You can still use the message board of a canceled meeting to discuss further topics with the other participant.



Once again, please **remember that the requests of meeting are given ACCEPTED by default. If you want to cancel or reject a meeting, you have to manually do it from the Meetings panel**, as outlined above.

The accepted by default mode changes only after the release of the agenda, on 11 October, up to the event. From that moment, requests for meeting will be no longer accepted by default and have to be accepted by the participant receiving the request.

The meeting will have the 'Request sent - Waiting for response' status until the moment when the invited participant will accept it and choose its time slot.

The invited participant will receive a notification of the request, and in the meeting section he/she will see the pending meeting. Under the meeting section, in the box on the left the invited participant will have to Accept and Decline the request using the corresponding buttons.

If the meeting is accepted, a pop up showing the available time slots will appear, and the invited participant will select one of available time slots. The meeting will be then set in the agenda at the selected time. Available time slots are those within the time frame common to the two participants and not yet engaged in other meetings.

Please, be aware of your time availability when requesting a meeting, as requesting for a meeting implies that you are ok that the meeting will be set in whatever time slot within your availability, if accepted. That may potentially lead to some waiting times if you have wide availability. In that case, add some info in the message accompanying the request, for possible limitations or preferred time regarding the meeting setting.

Please, have a look here for an example of how that works:

<https://b2match-support.zendesk.com/hc/en-us/articles/115003314745-Request-Mode-and-Scheduling-Mode>

at the section describing the requesting mode "n.1 Participants schedule meetings themselves and requests have to be accepted by participants". There are some animated pictures showing clearly all the steps.

2. 3. Meetings Agenda

After the booking phase closing, the organisation will start to set up the agenda of all the booked meetings. Your meeting schedule will be set up according to the time availability you provided in My attendance section, but for the release of the agenda you cannot decide the specific time of each meeting within that time frame you selected. The system will take care of meeting schedule.

A semi-automatic scheduler algorithm will optimize the meeting schedule taking into account the sessions availability of all participants and trying to limit the time between each meeting whenever possible. Some manual operations, done by the organisation staff, is generally carried out to further optimize the meetings scheduling and to try also to fulfil particular requests. **Participants are strongly recommended to ask for changes only for really unavoidable matters.**

During the booking phase, the organisation will run several times the scheduler algorithm to verify possible problems with some meetings and in case warn the participants. Don't consider as set or definitive any possible schedule provided before the agenda release.

After the optimisation, on the **11th of October** the meeting Agenda will be released by the organisation, you will receive an e-mail from the system about it.

After the release, it will be given the possibility to book and schedule further meetings by yourself, according to the procedure outlined at the end of the previous paragraph.

The pdf that you can download from the Agenda section of the main menu bar, blue button on the top right, contains your meeting schedule, besides the time slots availability provided and the possible other initiatives chosen (workshops, conference).

Be advised that after the first release, **the meeting schedule can still change.**

Last minutes changes and particular situation arisen after the agenda release are not uncommon in these kind of events, so **please check your online agenda regularly.** The downloadable pdf of the meeting agenda (or the one available from the b2match mobile app) represents the most updated, real time meeting schedule, that takes into account also last minute changes and cancellations.

At the event, please pay attention to the message boards in the meeting room to know possible no-shows or very last minute changes. **Take also advantage of the b2match app to track your meetings.**

Participants are strongly invited to communicate as soon as possible to the organisers if they cannot show up at the event or have to reduce their session availability after the booking phase.

2. 4. Feedback after the event

After the event, all participants will be asked to rate their meetings and to give additional feedbacks about the event organisation and extra-meetings. It takes **just 2-3 minutes** to give the organisation your feedback, and **it is very important** to understand how and where to improve the event, thus please fill in the form.

About a week after the end of the event you will receive an e-mail containing a personalized link directing to the **first feedback form**, asking about rating your meetings and the event organisation.

After about 6-8 months, a **second follow-up feedback** link will be sent you, asking for information about how your meetings evolved (No further contact, No further contact (but knowledge gain), Valuable contact for future projects, Still on-going, Negotiations started, Cooperation agreement reached). Again, **it is very important** for the organisation to have this information to improve the event.

Contacts

For any questions don't hesitate to contact MIT4LS2019 BE organisation staff. All the staff and EEN SO contact details can be found at the Contact page:

<https://trieste2019.mit4ls.b2match.io/page-891>