

## Meet in ITaly for Life Sciences 2016

### Brokerage Event guide

The third edition of Meet in Italy for Life Sciences will take place in Rome from the 26th to 28th of October 2016. In this edition, a training bootcamp for life science start-ups, StartupOnStage, will take place from the 25th to the 26th of October.

The event is composed by :

- **25th-26th Oct StartupOnStage:** training bootcamp for selected life science start-ups.
- **26th-27th Oct, Brokerage event:** two days of bilateral meetings for boosting business and collaboration opportunities, arranged through the online b2b platform and based on the cooperation profile and description provided by the participants in their profiles. Thematic workshops will be also available. Register clicking the green button on the right at:  
<https://www.b2match.eu/mit4ls2016/>
- **28th Oct: Conference:** The third day will be devoted to an international conference on hot topics in the life sciences sector. **Registration to the conference has to be done filling the form available here:** <https://www.b2match.eu/mit4ls2016/pages/13226-conference-28th-october>

If you are interested in attending only to the Conference and not to b2b, don't register using the green button on the top right at [www.b2match.eu/mit4ls2016](http://www.b2match.eu/mit4ls2016), but just fill in the specific form available at the link reported above.

The following guide provides info about meetings booking and management regarding the MIT4LS2016 brokerage event. A registration tutorial is available here:

[https://www.b2match.eu/system/mit4ls2016/files/MIT4LS2016\\_registration\\_tutorial.pdf?1468945353](https://www.b2match.eu/system/mit4ls2016/files/MIT4LS2016_registration_tutorial.pdf?1468945353)

## Brokerage event summary

Participation to the MIT4LS2016 brokerage event starts with the registration (**free of charge**) to the online b2b platform, available at: <https://www.b2match.eu/mit4ls2016/>

Remember that all the information on the b2b platform **has to be given in English**.

**Please make sure that e-mails from [mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) are not blocked or classified as spam by your e-mail server. All communications from the system come from that address.**

For the **registration**, just follow the steps providing all the required information, including a clear overview of your involvement in the life sciences value chain. Then **create at least a detailed cooperation profile, otherwise your profile will not be activated and made visible**.

**On the 10th of October the booking phase begins:** look for interesting participants using the **Participants menu** and the available filters, and ask for meetings. If you have no more free slots for booking, consider to increase your B2B sessions availability from your dashboard under "Registration", if possible.

**Check also received requests for meeting, as they are given ACCEPTED by default**, and you have to **manually cancel/reject if you don't want to do the meeting**. If you are interested in a particular participant that is already fully booked, ask your local support office or organisation staff for help in reaching him/her.

Check your **agenda** online **after the 24th Oct**, and take advantage of the mobile app to check your meetings from your smartphone.

If you have already participated to a Meet in Italy for Life Sciences event before, you have received an invitation to join the event also this year from [mit4ls2016@b2match.eu.com](mailto:mit4ls2016@b2match.eu.com). Just click **yes** before the 13th of October, 3 PM (deadline for registration) in the landing page of the confirmation link, and you will find uploaded all the data of the latest edition into the profile, including the cooperation profiles. Please check them for possible update/integrations.

If you are interested in **attending also the 28th of October Conference**, you have to fill in the separated form at: <https://www.b2match.eu/mit4ls2016/pages/13226-conference-28th-october>

### MIT4LS2016 B2B Dates to remember

<b>13 Oct 2016, 15:00</b>	<b>Deadline for registration - <u>Confirm your participation</u></b>
<b>10 Oct - 19 Oct 2016, 15:00</b>	<b>Book B2B meetings - <u>Confirm your participation if not yet done</u></b>
<b>24 Oct 2016</b>	<b>Release of personal meeting schedule</b>
<b>26 - 27 Oct 2016</b>	<b>Bilateral face-2-face meetings</b>

**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.**

### Check your registration to engage the meeting booking phase

Participant registration is an easy two steps process, based on simple-to-understand online forms. To complete the profile and have it activated, you have to provide a description of your organisation and you have to **create at least one cooperation profile**, paying attention in describing your activities in the **life sciences sector value chain (pharma, biotech, medical devices, nutraceuticals, ICT for health)**.

**Two mandatory conditions** have to be satisfied to engage the meeting booking phase:

- The creation of at least one cooperation profile
- The selection of at least one bilateral meeting session (see figure below). The more sessions you select, the higher the chances to receive and ask for meetings

#### Sessions

##### **BILATERAL MEETINGS** (Wed, 26 October 2016 – Thu, 27 October 2016)

Pre-arranged bilateral meetings (30 min/meeting). **Selection of at least one B2B session is mandatory.** Max 2 persons for each participant is allowed (write 1 in Further persons field in the next page), the availability for further persons participation should be checked with the organisers staff.

Three weeks before the event you:

- can request bilateral meetings
- will receive meetings requests

Venue : Roma

- |   |  |
|---|--|
| <input type="checkbox"/> 10:00 - 11:30 Wed B2B Wednesday (10:00-11:30)            | <input checked="" type="checkbox"/> 10:00 - 11:30 Thu B2B Thursday (10:00-11:30) |
| <input checked="" type="checkbox"/> 11:30 - 13:00 Wed B2B Wednesday (11:30-13:00) | <input type="checkbox"/> 11:30 - 13:00 Thu B2B Thursday (11:30-13:00)            |
| <input type="checkbox"/> 14:00 - 16:00 Wed B2B Wednesday (14:00-16:00)            | <input type="checkbox"/> 14:00 - 16:00 Thu B2B Thursday (14:00-16:00)            |
| <input type="checkbox"/> 16:00 - 18:00 Wed B2B Wednesday (16:00-18:00)            | <input type="checkbox"/> 16:00 - 18:00 Thu B2B Thursday (16:00-18:00)            |

##### **SIDE EVENT** (Wed, 26 October 2016)

- 19:00 - 23:00 Night event Wednesday  
Relax and networking evening events. Details will be available soon

By checking the box in the bilateral meeting sessions you give the time frame in which you are available in carrying out the meetings. You can ask / be asked for meetings only if you and the participant of your interest have at least one session in common.

Consider that while increasing your sessions availability during or after the booking phase does not affect requested/accepted meetings, 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 or after the 19<sup>th</sup> 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.

If your organisation participates to the event with two people, you have to **fill in** the 1st Accompanying Person field, **with his/her name, surname, e-mail and phone, before the booking phase ends** on 19th of October. If you would like to participate also with a second accompanying person, you have to ask to the event staff ([mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) or see the Contact section) and check if this is possible after the 13th of October, when the number of the actual participants is more definite.

If you have particular requests or needs, you can indicate them in the relative field, that is the last of step 2 of the registration. Then click the green "next step" button to complete step 2.

#### Additional Information

1st Accompanying Person

Insert here name, e-mail and phone number of accompanying person

If applicable, please insert Name (mandatory), Email (mandatory) and Phone (mandatory) of the 1st

2nd Accompanying Person

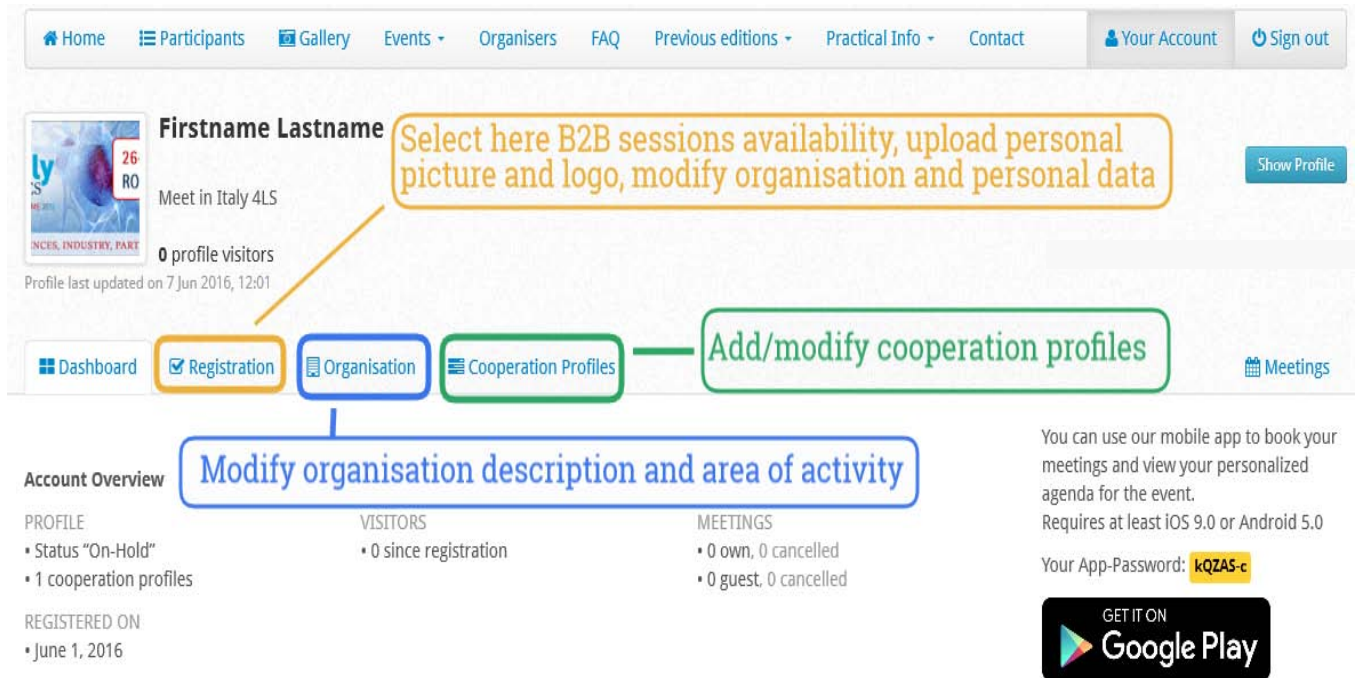
Check with the event staff for 2nd accomp person

Second accompanying person must be confirmed by the staff. Please insert Name (mandatory), Em: accompanying person above.

If you have particular requests or needs please leave them here:

← Previous   Next Step →

Your account can be accessed using the autologin contained in the registration confirmation e-mail or your credentials (your e-mail and the password given at step 2 of the registration). When you access your personal area, you land in your dashboard, that looks like this:



The screenshot shows a user dashboard for 'Meet in Italy 4LS'. At the top, there is a navigation menu with links: Home, Participants, Gallery, Events, Organisers, FAQ, Previous editions, Practical Info, Contact, Your Account, and Sign out. The user's profile is displayed with a 'Show Profile' button. A callout box points to the 'Registration' tab, stating: 'Select here B2B sessions availability, upload personal picture and logo, modify organisation and personal data'. Below the profile, there are three main tabs: 'Registration', 'Organisation', and 'Cooperation Profiles'. A callout box points to the 'Cooperation Profiles' tab, stating: 'Add/modify cooperation profiles'. The 'Account Overview' section provides a summary of the user's account status, including profile status, number of visitors, and meeting statistics. A callout box points to the 'Organisation' tab, stating: 'Modify organisation description and area of activity'. On the right side, there is a promotional message for a mobile app and a 'Google Play' button.

The dashboard gives an overview of **your account**, in the lower part of the page, regarding:

- Profile: status and number of created cooperation profiles. On-hold status means that the profile has not been validated yet from local support office or the organisation, probably because something is missing in the profile. If you are sure you completed the profile, contact the organisation for activation.
- Visitors: how many visitors viewed your profile since registration
- Meetings: how many meetings you asked for (own meetings) or you have been requested to participate (guest meetings), and how many of each type you rejected/have been rejected by the other participant (cancelled ones). The same information is always shown under the blue "show profile" button on the right.

You can move through the sections by clicking on the corresponding tab (Registration, Organisation, Cooperation Profiles and far on the right Meetings: this last one will show your bookings/meetings only after the beginning of the booking phase).

**Remember to save each time** before exiting any section you enter, clicking the green **SAVE** button at the end of the section (if any), otherwise you lose everything you typed.

- The **Registration** section: here you can **edit your session availability** for meetings (same checkboxes as step 1 of registration), **your personal and organisation data**, including **accompanying person data** (same form as step 2 of the registration).

Here you can also upload or change the **photo** of the person representing the organisation at the event as well as the **logo** of your organisation.

- **Organisation** section : here you can modify Organisation description and areas of activity (as in step 2 of registration).

- **Cooperation profiles**: here you can add new cooperation profiles or edit and integrate existing ones.

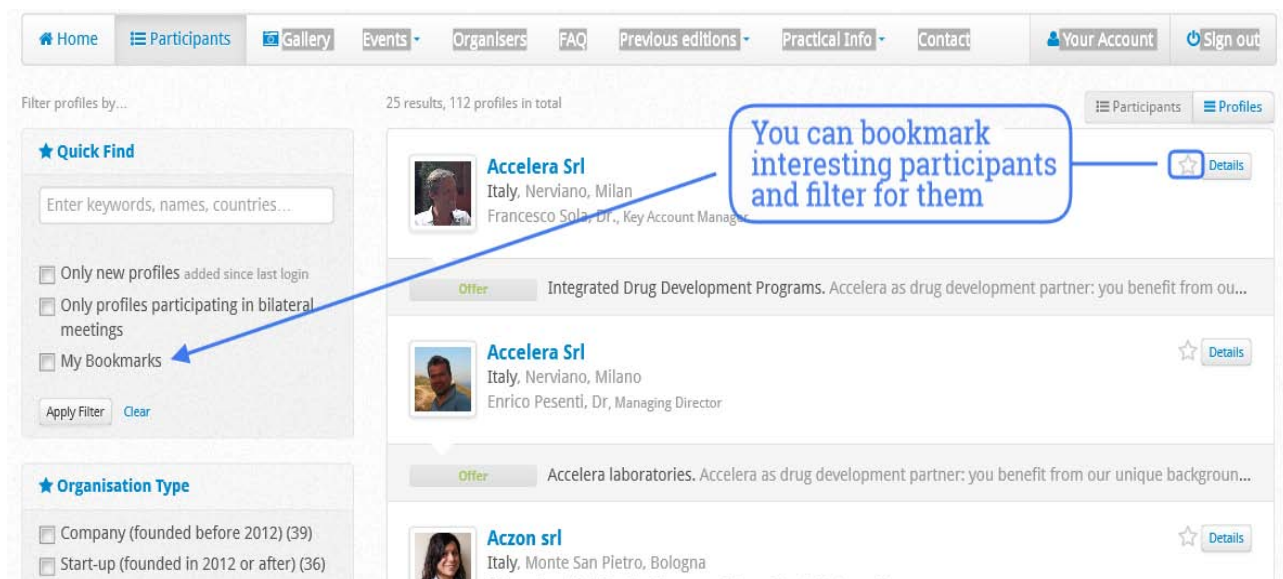
## ☐ Searching for potential partners

You can look for potential partners accessing the "Participants" section from the menu bar. By default, you see the participants displayed in alphabetic order following the organisation name. The same order is maintained if you switch to the "Profiles" view (on the right, under sign in/sign out), that shows the associated cooperation profiles title.

If you are logged in, you can **bookmark** the organisation of interest, clicking on the star close to the organisation name (the star turns to yellow). The bookmarked profiles can be filtered in the "quick find" panel.

Besides free text search, the other filters in the "quick find" panel are:

- "**only new profiles**", that allows to see the participants registered to the event since your last login.
- "**only profiles participating in bilateral meetings**", that makes you see only those participants that can be engaged in B2B meetings.



There are other useful filters, that correspond to the type of info requested during the registration process. Thus, you can filter by:



- Organisation type: Company founded before 2012; Start-up; Consulting; Research Inst.; Investor; Technology park; University; Association; Other
- Areas of activity: R&D; Biotechnology; Consulting services; Medical technology, Pharmaceuticals.....
- Profile type: Offer; Request; European Project Partnership
- Cooperation sought: Requested/offered research co-operation; technical co-operation; Investment.....
- Countries

Select the checkbox of interest and then press "Apply filter" to get the results.

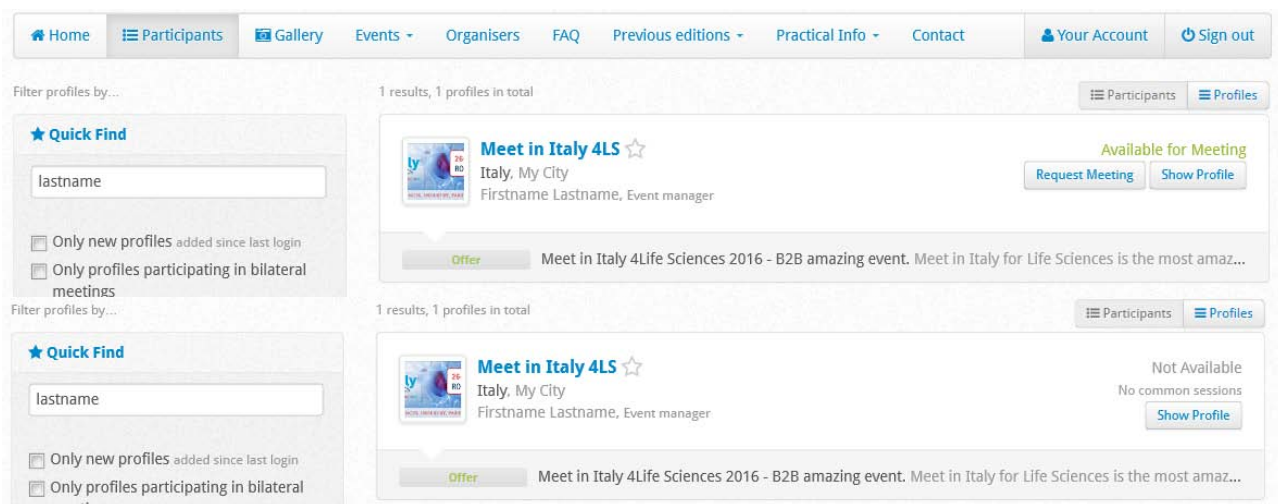
## ☐ Booking phase and meetings

On the 10th of October, the booking phase will begin. That means that you can ask or receive requests for meetings. Only validated participants with **at least one B2B session availability selected** can ask or receive requests for booking.

Before the end of the booking phase (**19<sup>th</sup> October, 15:00**), you have **to confirm** your actual participation to the event. You will receive from [mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) an e-mail asking for participation confirmation. Just click the reported **confirmation link** and then **yes**. If you clicking "no" by mistake, send an e-mail to [mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) to re-activate your profile

### To ask for meetings:

To ask for meetings, you can access the "Participants" section from the menu bar. Those participants who match your sessions availability and who still have free slots for meetings will be showed with a green text "**Available for Meeting**" on the top of the two buttons "**Request Meeting**" and "**Show Profile**"



The screenshot shows the 'Participants' section of the Meet in Italy 4LS website. The navigation bar includes Home, Participants, Gallery, Events, Organisers, FAQ, Previous editions, Practical Info, Contact, Your Account, and Sign out. The main content area is divided into two sections, each showing search filters and search results.

**Search Filters:**

- Filter profiles by...
- ★ Quick Find
- lastname
- Only new profiles added since last login
- Only profiles participating in bilateral meetings

**Search Results:**

1 results, 1 profiles in total

Participants Profiles

**Profile 1:**

- Meet in Italy 4LS ☆
- Italy, My City
- Firstname Lastname, Event manager
- Available for Meeting
- Request Meeting Show Profile
- Offer Meet in Italy 4Life Sciences 2016 - B2B amazing event. Meet in Italy for Life Sciences is the most amaz...

**Profile 2:**

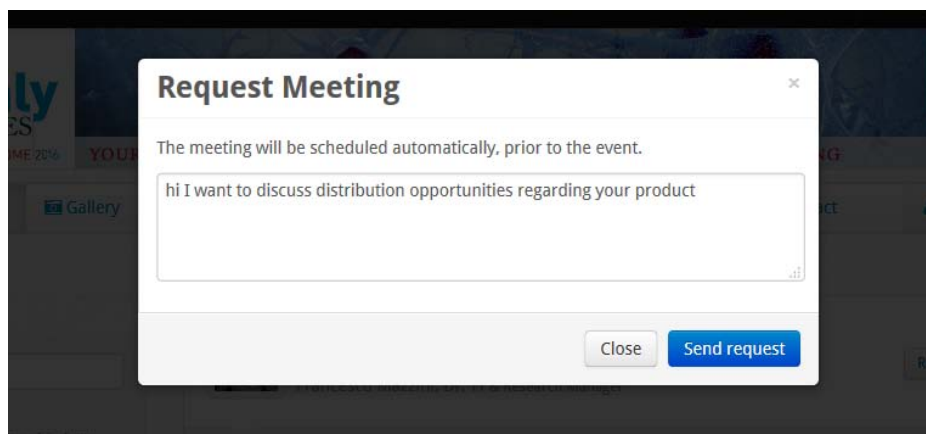
- Meet in Italy 4LS ☆
- Italy, My City
- Firstname Lastname, Event manager
- Not Available
- No common sessions
- Show Profile
- Offer Meet in Italy 4Life Sciences 2016 - B2B amazing event. Meet in Italy for Life Sciences is the most amaz...

If a participant is fully booked or does not match your sessions availability, a grey “**Not Available**” text is shown.

By clicking the “Request Meeting” button a pop up window will appear, in which you can type a message that will be delivered together with the 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 [mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) regarding the meeting request, together with the message you typed in (if any).

**Don’t answer to this message:** by doing so you send an e-mail to the platform administrator, not to the other participant, **so don’t answer**. This version of the platform does not allow at present message chatting. If visible in the profile, please **use instead the e-mail of the participant** who sent you the message.



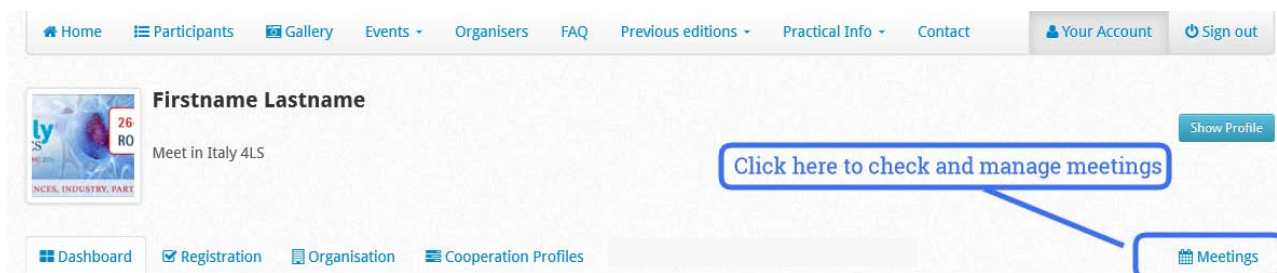
If you are interested in a "Not Available" participant, you can ask your local supporting office or the organisation staff to put you in contact with that participant to try to arrange an extra-meeting at the event or to discuss potential collaboration anyway.

Please remember that booked meetings are given **ACCEPTED by default**. **If you want to cancel or reject, you have to manually do it** (see right below).

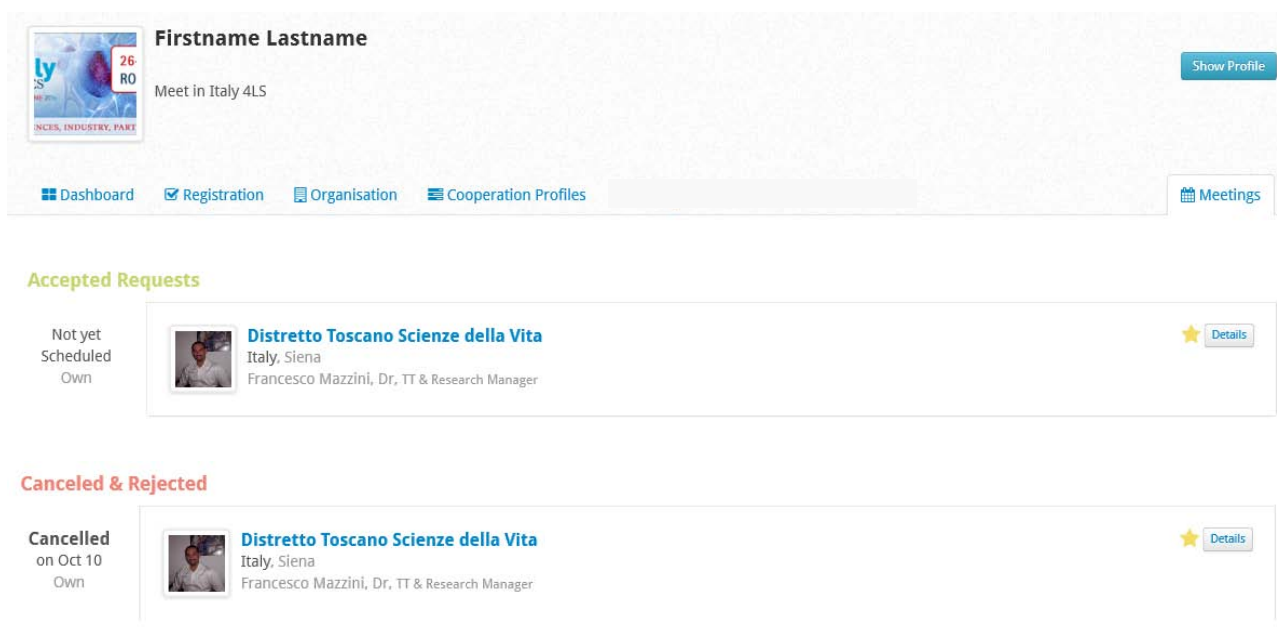
### Check, cancel/reject bookings

You can check and manage your meetings accessing your personal page using the provided autologin link. In the dashboard, select "Meetings" (blue tab on the far right).





All your current bookings (Accepted and Canceled & Rejected) are displayed.



You cannot decide the specific time of your meetings, but anyway they will take place according to the time frame you selected in the bilateral meeting sessions (under the Registration section). Thus don't ask for or fix specific time in the message you send together with the meeting request, the system will take care of that.

In fact, a semi-automatic scheduler algorithm optimizes 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 needed to complete the 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 the scheduler algorithm to verify possible problems with some meetings. You will see the meetings change their "Not yet scheduled" status to a specific time, day and table.

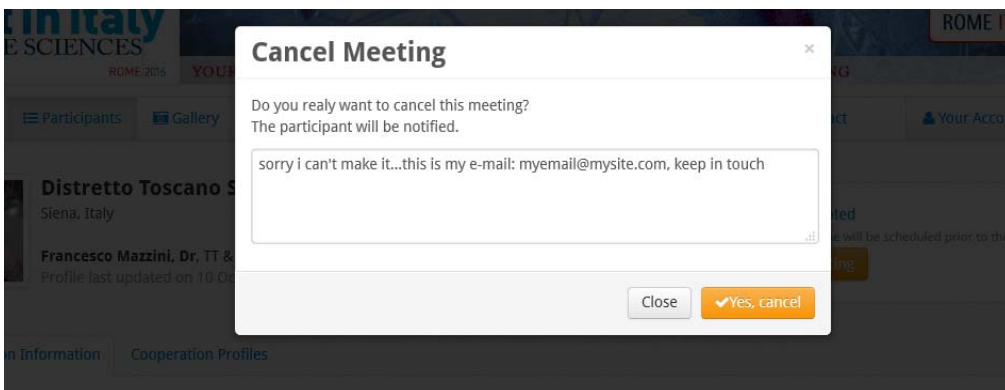
**Don't consider those meetings time info as definitive**, they are for test only, provisional data, that probably will keep changing each time the scheduler is launched for testing. **Wait for the Agenda.**

The meeting Agenda will be released after the booking phase closing and you will receive a e-mail notification about its release. A blue Agenda tab will appear in your dashboard; that is a pdf link to the most updated meeting schedule, that takes into account also last minute changes and cancellations.

As those last minutes changes are not uncommon in these kind of events, **the agenda will be released on the first morning of the 24th of October**. Further variations in the schedule can be monitored clicking the Agenda tab, and they will be communicated by the organisation staff by e-mail or at the event.

At the event, please pay attention to the message board in the meeting room to know possible no-shows or very last minute changes.

If you click on the “Details” button of an accepted meeting, you see the corresponding participant profile. From the orange “**Cancel Meeting**” button, on the top right, you can cancel/reject the meeting. Clicking on it will open a pop up window, in which you can add details regarding the reasons why you are canceling/rejecting the meeting. Click “Yes, cancel” to finalize.




If you click the blue “Messages” tab, you can check the message connected to the selected meeting:



Again, it is pointless to answer to the message associated to the meeting request notification. Use the participant's e-mail.

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. Once again, remember that booked meetings are given accepted by default, so check often the received request to avoid going fully booked by not interesting meetings.

If you click the blue “Show profile” button under your account you can have a look about your bookings status, how close you are to the "fully booked" status.



Once again, **check the meeting requests regularly** to avoid to get fully booked with undesired meetings, especially in the last days before the closing of the meeting selection, as, statistically, about 50% of the bookings are set in those days, and the requests are accepted by default.

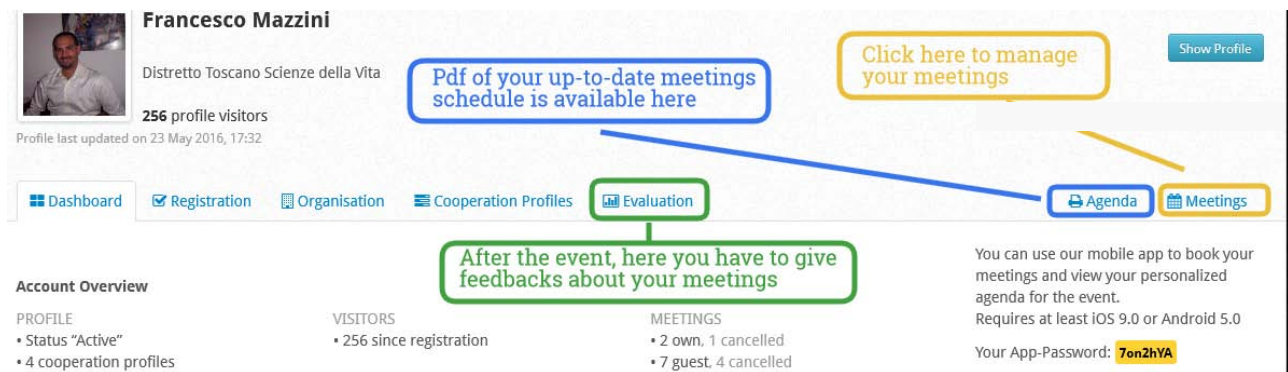
**Booking phase stays open up to the 15:00 of the 19th of October.** After that deadline, no bookings are possible through the online platform for the participants. Extra-meetings have to be verified and arranged contacting your local support office or the organisation staff, or directly at the event.

Remember to answer to the confirmation link to confirm your presence at the event.

After the end of the booking phase, you can cancel meetings in the same way as described before. Sending a message with your contact details can be a way to get in touch with the other participant after the event despite the cancellation. Meetings cancellation can lead to a better arrangement of meetings, that's why the Agenda with specific time, day and tables is released few days after the closing of the meeting selection (**on the 24th of October**). Again, wait for the agenda your specific meeting schedule.

The agenda is always up-to-date regarding last minute changes (cancellation, extra-meetings) that may occur until the beginning of the event.

**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.**



**Francesco Mazzini**  
Distretto Toscano Scienze della Vita  
256 profile visitors  
Profile last updated on 23 May 2016, 17:32

**Click here to manage your meetings** (Callout pointing to Agenda/Meetings)

**Pdf of your up-to-date meetings schedule is available here** (Callout pointing to Agenda)

**After the event, here you have to give feedbacks about your meetings** (Callout pointing to Evaluation)

**Account Overview**

PROFILE	VISITORS	MEETINGS
<ul style="list-style-type: none"> <li>Status "Active"</li> <li>4 cooperation profiles</li> </ul>	<ul style="list-style-type: none"> <li>256 since registration</li> </ul>	<ul style="list-style-type: none"> <li>2 own, 1 cancelled</li> <li>7 guest, 4 cancelled</li> </ul>

You can use our mobile app to book your meetings and view your personalized agenda for the event. Requires at least iOS 9.0 or Android 5.0  
Your App-Password: **7on2hYA**

Remember that you can look at your up-to-date agenda from the mobile app as well as from your personal account.

Once again, please make sure that e-mails from [mit4ls2016@b2match.eu](mailto:mit4ls2016@b2match.eu) are not blocked or confuses as spam by your mail server.

## □ 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 up 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 (Not taken place, Less interesting, Very informative, Further contact planned, Further contact already done, Cooperation fixed or considered) 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.

The feedback forms, when activated, can be accessed also from your dashboard, under the "Evaluation" tab, next to "Cooperation profiles".