

ENRIITC webinar #2: The basics of physical brokerage events for first-time organisers

“The basics to setting up a brokerage event for industry as a user of a research infrastructure”
Lessons learnt from the SYNERGI-2019 experience



Caroline, **Industry Contact Officer** at Institut Laue-Langevin ILL*
10/06/2021, “ENRIITC your knowledge” webinar series

caroline.boudou@ill.eu

* World leading continuous neutron source neutron (est. 1967), supported by 11 countries, single site in Grenoble (FR)

THE EUROPEAN NEUTRON SOURCE

SYNERGI-2019 in nutshell: concept “all in one day”



Web page no longer active, summary here:
<https://sine2020.eu/industry/synergi2019.html>

- Held in Lyon 01/04/2019, co-organised by ILL & ESRF:
 => Raise awareness about neutron/synchrotron analytical techniques among target industrial sectors + find new prospects
- A event dedicated to **chemicals, consumer goods, biotech and pharma sectors**
 - Engineers, industrial researchers, head of R&D/innovation departments, CTO/CEOs
- Concept “all in one day”:
 - Morning: testimonials from **expert industrial users** of ESRF and ILL, introduction to **intermediary companies**,
 - Afternoon: **short tutorials** dealing with specific measurements techniques or topics in // with **R2B & B2B meetings** organised in advance.

Screen shot of the first page of the catalogue of participants

The screenshot shows the first page of the SYNERGI-2019 participant catalogue. The interface includes a sidebar with filters and a main grid of participant cards.

Filters (Left Sidebar):

- PARTICIPANTS**
 - ☒ Expert in neutron/synchrotron techniques: 21
 - ☒ New(ish) comer: 20
- OBJECTIVES**
 - ☐ Search in my offers
 - ☐ Meet my needs
- STRUCTURE**
 -
- SKILLS AND APPLICATION FIELDS**
 - Select
 - NEEDS**
 -
 - OFFER**
 -
 - LOCATION**
 -
 - KEY WORDS**
 -

Participant Cards (Main Grid):

- ONLY LYON**: Adisseo Invest in Lyon. Adisseo Invest in Lyon advises and supports companies in their development projects in the Lyon region. Status: MEETING PLANNED.
- ADISSEO**: Synthese acide aminé, vitamine A. Status: ACCEPTED REQUEST.
- AGROSUP**: Institut national supérieur des sciences agronomiques et de l'équipement et de l'environnement. Status: REQUEST A MEETING.
- ARKEMA**: R&D, Analysis, Environment and Process Assessment. Status: MEETING PLANNED.
- AxelOne**: A collaborative Innovation platform in the field of chemistry, environment and polymer materials. Status: PENDING REQUEST.
- BASF**: BASF SE is a German chemical company and the largest chemical producer in the world. Status: MEETING PLANNED.
- BUMAX**: Bumax is a company making stainless steel bolts with high performance. Status: MEETING PLANNED.
- CIRIMAT**: Research on layered oxide as cathode in sodium-ion batteries. Status: MEETING PLANNED.
- DANISH TECHNOLOGICAL INSTITUTE**: commercial analytical service provider. Status: MEETING PLANNED.

SYNERGI-2019: what we did (1/2)



- What and what for?

- A event dedicated to newcomers from chemicals, consumer goods, pharma sectors
 - Concept "all in one day": testimonials from expert industrial users of ESRF and ILL, introduction to intermediary companies, short tutorials dealing with specific measurements techniques or topics and one-to-one meetings organised in advance (dedicated software)
- => Raise awareness about ESRF and ILL in the area of Lyon for the target sectors + find new prospects.

- When to plan the event and how ?

- We tried to include SYNERGI within a recurring event of one of the industrial clusters in Lyon: we were too late
- Constrains regarding the timing of the H2020 funding projects (SINE2020, CAL+, FILL2030) and human resources available
- Date selected upon several criteria: it eventually came up on a Monday, which may be not ideal...

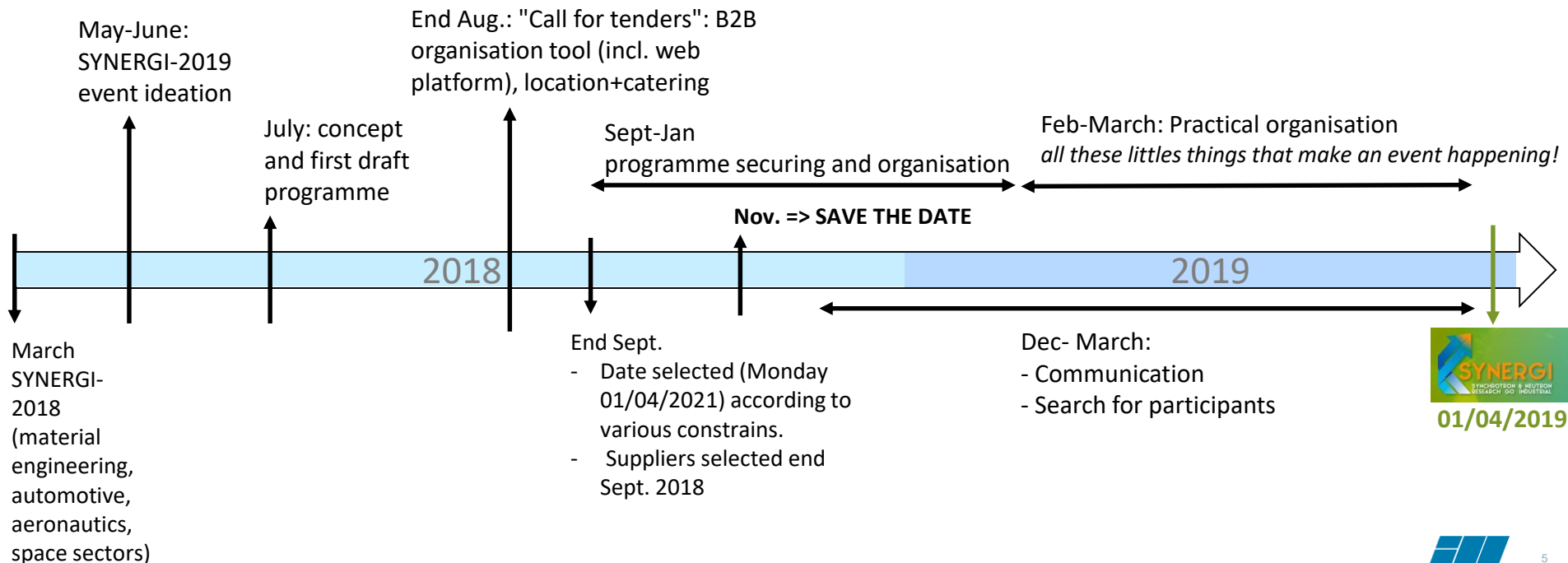
- How? Subcontracting and in-house activities

- Subcontracting: registration and participants' agendas (incl. B2B) web platform: requires a high level of interaction
- Subcontracting: venue and catering
- In-house: programme, webpage content+ design and update, communication (incl. relations with speakers and participants)

SYNERGI-2019: what we did 2/2

- Where to organise the event?
 - We decided to go for Lyon (80km of ESRF&ILL): easy to reach by train and plane + rationale regarding the ecosystem of R&D in chemistry and pharmaceuticals (France + Geneva area), and it's an beautiful city.
- Who in the organisation team?
 - Scope & content: mainly ILL ICO (me) along with ESRF ICOs (1 junior + 1 senior) (++)
 - Practical implementation: ILL ICO and assistant at ILL (+)
 - Communication and design: ILL ICO and communication officer at ILL (++)
- Metrics of success?
 - Number and distribution of participants (to be compared to an initial target)
 - Number of prospects identified for ILL and ESRF (but also for the intermediary companies)
 - Opinion from participants
 - Impact on actual networking among participants: difficult to measure!
 - *What we should have done: => Satus of prospects follow-up after 3, 6, 12 months...*

Organisation of SYNERGI-2019: overview of the timeline



Organisation of SYNERGI-2019: looking for participants!

• Communication

- Save the date sent by emails to selected prospects gathered in the former 3 years by ILL and ESRF industry officers + few partner institutes
- Social networks: mainly LinkedIn where we tried to provide some content besides advertising the event, a bit of twitter
- We looked for partners (not for funding but communication)
 - We could get 11 partners in total (8 FR, 1 UK, 2 EU): local economic development agencies, competitiveness clusters, industrial clusters, learned societies
 - When needed partners were granted their logo on SYNERGI's webpage + tag on social networks + reduced fees for persons in their networks, in exchange of integration of the event in their newsletters and/or web page.

• Search of participants

- Emails to selected prospects gathered in the former 3 years by ILL and ESRF industry officers + few partner institutes
- Info spread each time ESRF/ILL ICOs attended other events or when giving seminars.
- LinkedIn: about 500 "connection" messages were sent (by ILL ICO) to target persons working in the R&D/Innovation area within Chem and BioTech sectors, mainly in Lyon, Paris and French/Swiss area within the last 5 weeks before the event. => ~1% success rate (interested people that could not attend finally)
 - Possibly a pays-off approach: do it early enough, use InMails (fees) instead of "connection request" (free of charge)

SYNERGI 2019: metrics of success?

“Cold” metrics

KPIs ¹ description	Targeted	Achieved
Number of total registered participants	60	45
Number of newcomers	40	25
Number of private companies represented	30	16
Number of new comers from the private sector	25	10
Number of participants coming from the ARA region	30	14

KPIs as presented in the internal report about SYNERGI-2019

“Tempered” metrics

21 participants answered the question “**How do you evaluate your participation at SYNERGI 2019 in general?**”



- Major weak-point (according to organisers as well): too few participants from industry as “solutions requesters”
- Strong points were: talks from expert industrial users, location, atmosphere, food and beverage
- Good point: one of the intermediary company found its first customer!

The basics to setting up a brokerage event for industry as a user of a research infrastructure (possible advices)



- Your first (or next) physical brokerage event ?

=> Focus on a specific topic / sector and make the content/message clear

=> Make it part of a recurring event where your target audience will attend!

- Discuss and negotiate at least one year in advance with the organisers



- Time is our best friend and... worst foe

=> Plan the event well in advance, not only the programme: the search for potential participants must be anticipated and organised carefully (i.e. dedicated communication campaign)

- Remember we were looking for participants that do not know about our facilities.

- A successful event in term of “return on investement”

=> Schedule the follow-up of prospects as carefully as the event itself!



- Onboard a motivated (and enjoyable ;-) small team

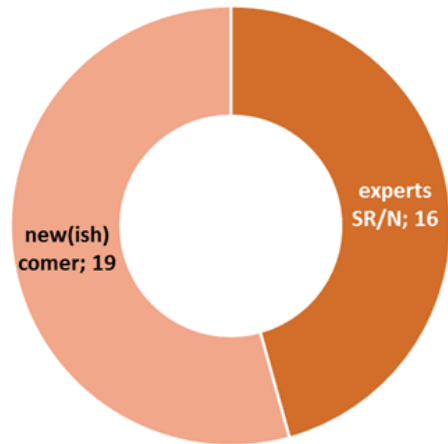
- Remain open to suggestions from « outsiders »

Additional slides

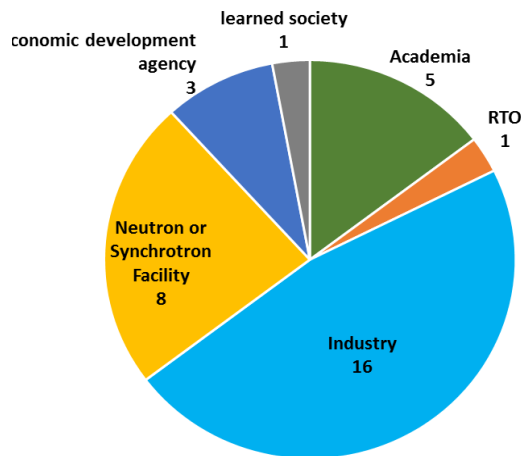


SYNERGI 2019: key figures (1/2)

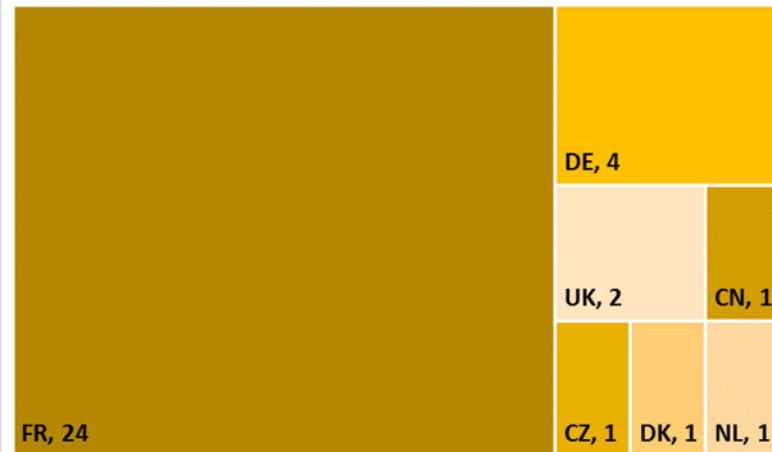
- 45 participants from 36 unique organisations
- 51 one-to-one meetings were organised in advance and some additional took place spontaneously



Distribution of participants according to their knowledge of neutron and synchrotron techniques (based on unique organisation names, N=36)



Distribution of registered participants among organisation types (using unique organisation names, N=36)



Distribution of participating organisations according to their originate country (based on unique organisation names, N=36)

SYNERGI 2019: key figures (2/2)

“Cold” metrics

KPIs ¹ description	Targeted	Achieved
Number of total registered participants	60	45
Number of newcomers	40	25
Number of private companies represented	30	16
Number of new comers from the private sector	25	10
Number of participants coming from the ARA region	30	14

KPIs as presented in the internal report about SYNERGI-2019

“Tempered” metrics

21 participants answered the question “**How do you evaluate your participation at SYNERGI 2019 in general?**”



- Major weak-point (according to organisers and participants): too few participants from industry as “solutions requesters”
- Strong points were: talks from expert industrial users, location, atmosphere, food and beverage
- Good point: one of the intermediary company found its first customer!

SYNERGI-2019: seminar room



SYNERGI-2019: catering area



SYNERGI-2019: B2B meetings area



- ***How to motivate industry to participate in a brokerage event?***
 - They are not looking after RIs for about 95% of them. Try to attract them while they are attending a well-established (recurring) event and focus the message. They are to gain something in attending
- ***What should be the role of ILOs and ICOs setting up these events, facilitating productive meetings between industry and research infrastructures?***
 - The ICO knows who to address in companies (e.g. research engineers, researchers, but also head of R&D and/or Innovation departments, CEO/CTOs) and he/she may shape the event so that it actually bring some value to this people (tutorials and B2B in SYNERGI-2019)
- ***Key aspects, tools and processes to be considered when organising effective physical events***
 - Location (easy to reach, not necessary at the RI)
 - Rhythm and atmosphere
- ***How to measure the success of a physical brokerage event?***
 - Typical indicators regarding the event itself (participants: number and distribution, interesting prospects)
 - Questionnaire to participants
 - Evaluation to carry out over 12 months (e.g. every 3 months): follow-up of prospects (discussions, visits, on-going collaboration, service provision scheduled, etc.). But what about