

INDUSTRY BOARD

EURO·BIOIMAGING



Technical workshops:
building business relationships
through shared interests

Dr. Claudia Pfander - Euro-BioImaging
Industry Board Coordinator



Technical Workshop

Panel Discussion
Scientific Conference
Tradeshow
Round Table
Panel Discussion
Symposium
Brokerage Event
User Forum
Scientific Conference
User Forum
Symposium
Technical Workshop

Motivations to attend technical workshops

Academia/RIs

- Meet suppliers
- Learn about emerging technology/products
- Scientific/technical exchange
- Find collaborators or investors
- Advertise own skills/services
- Meet future employers
- Build relationships

Industry

- Meet customers
- Learn about new trends/scientific needs
- Scientific/technical exchange
- Innovation scouting
- PR/image building
- Recruit talent
- Build relationships

Technical workshops as a shared interest

- R&D takes place on “both sides of the fence”
 - Shared passion for science
 - Mutual interest in latest developments in the field
 - Mutual interest in collaborating with and learning from each other
- Understanding different motivations and R&D objectives
 - Helps building stronger and lasting collaborations
 - Increases mobility of staff
- Common challenges - different solutions
 - Chance to highlight your own expertise and services
 - Transfer knowledge to your own organization

Creating an environment that allows open exchange

- **Small meeting or working groups** with known participants (consider “by invitation only”)
- Be clear about **publicity versus privacy** of the meeting (will the meeting be recorded, presentations published, minutes circulated to a wider audience...?)
- When requesting technical/scientific presentations - allow for sufficient time for presenters to get **internal clearance** in their contribution (can be weeks!) or consider CDAs

Manage your own expectations – some participants will attend “for information only” and some seeds take a long time to germinate – it’s all about building trust!

Focus on the interaction

- **Informal discussions are key** - your agenda should provide ample time for discussion between participants (Q&As, panel discussions, breaks)
- **Give your breaks a purpose** – agenda should encourage discussions during breaks, engagement through tasks (e.g. poster competition, interviews, one-on-ones)
- **Combine social with work** – save time and keep meeting casual by setting up a bar alongside a poster session or providing working groups with lunch packs
- **Don't be afraid of low-key options** - the focus is on technical exchange. A suitable meeting room and white board/laptop to document outcomes is sufficient!

Technical workshops are content- and outcome-focussed

Technical workshops can be a good opportunity when on limited resources, BUT take care to

- **Identify suitable topics** with a common unmet need (from community surveys, talking to experts, studying white papers and conference programmes,...)
- **Select your participants** – and tailor your outreach accordingly
- Ensure **attendees are well prepared** so that everyone can participate (good briefing material)
- **Invite technical experts** to set the scene by introducing the topic and chairing scientific discussions (e.g. use cases to illustrate a technical challenge)
- Define clear **follow-up activities** (e.g. will working groups be formed? will participants publish a white paper/meeting report/etc.? will the meeting be repeated?)

Example 1: European Lead Factory (Drug Discovery)

- 100 participants - plenary + working groups + early career event
- External and internal participants, “safe space” for sharing of scientific results through CDAs and
- Interactive competition for early career researchers (best poster/flash talk) to promote RI – industry interactions
- Mutual learning element enhanced through exercises/hands-on sessions with young researchers and academia/industry co-chairs

Example 1: European Lead Factory (Drug Discovery)

Outcomes?

- Optimization of research pipelines in the consortium through exchange on differences in academic versus industrial R&D -> **productivity, savings, improvement of academic pitch**
 - What are scientific and economical motivators?
 - Where exactly is the translation gap?
- Several young researchers found company positions or started collaborative projects -> **sustainability of interaction**
- High visibility of events in new networks -> **new clients for services**
- Company sponsoring of future events -> **extra funding**
- Identification of local/regional multipliers for outreach

Example 2: Euro-BioImaging Industry Board (Image Data workshop in 2018)



- 30 participants – small working groups, personal introductions possible
- Invited representatives only from industry and experts from Nodes and associated research institutes
- Workshop topic identified by community survey: Common data challenges for academia and industry – volume and storage, FAIRification, lack of standards etc.
- Easy access for industry to academia experts to help improve their products
- Open the door to industry to highlight challenges for scientists
- Bringing the people together that are most engaged in the field

Example 2: Euro-BioImaging Industry Board (Image Data workshop in 2018)



Outcomes?

- Working groups formed on selected topics
- Follow-up activity: joint participation in EMBL-EBI workshop on same topic
- Co-authoring of white paper on meta-data in Nature Methods

-> continuous engagement of industry, new contacts

What is the role of the ILO/ICO before the event?

- Conceptual planning
 - Identify a common need or interest to find a suitable workshop topic
 - Define the scope, objective and expected outcomes of the meeting
 - Select the “right” participants
 - Identify experts/chairs to introduce the theme, attract an audience and advise you in the planning
- Leg-work
 - Depending on the personnel situation in the RI, yes, you will have to do ALL the planning and organization
- Communication plan
 - Anything from the first personal invitation to public announcements and meeting registration to following the event on social media

What is the role of the ILO/ICO during and after the event?

- Facilitate exchange during the event
 - Introducing people, setting up one-on-ones
- Monitor the exchange among participants during the meeting
 - Who is on the same level? Who has a common interest?
 - Who is looking for something that another participant can offer?
 - What could not be addressed during the meeting?
- Identify opportunities for follow-up
 - Define clear follow-up actions that promote further interaction
 - Post-event communication with actions, minutes and matchmaking



OLYMPUS



ThermoFisher
SCIENTIFIC



HAMAMATSU
PHOTON IS OUR BUSINESS

pco.

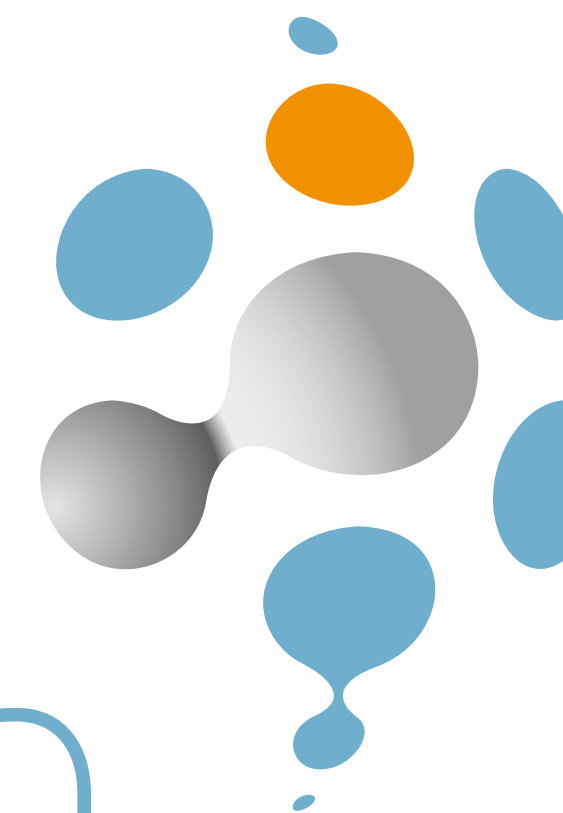


FUJIFILM
Value from Innovation
VISUAL SONICS




greiner bio-one

ACQUIFER



INDUSTRY
BOARD
EURO-BIOIMAGING

Strengthening imaging research in Europe

Contact: Industry_board@eurobioimaging.eu