



**LONDON**  
LIFE SCIENCES  
WEEK

# Partner Comms Toolkit

**LONDON**  
& PARTNERS

 **MEDCITY**  
LONDON

**BIA**  
UK BioIndustry Association

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17



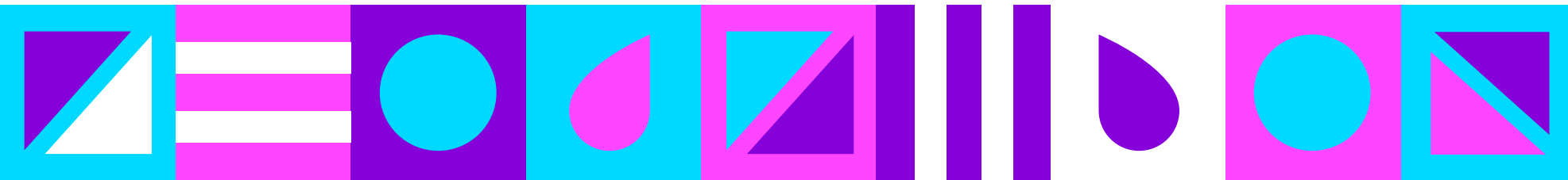


# London Life Sciences Week

London Life Sciences Week (LLSW) is an annual event that unites the global biotech community for a week of networking and dealmaking.

The week is centered around the Jefferies European Healthcare Conference, which attracts over 800 international senior decision-makers from life science companies and investor firms.

LLSW kicks off with a 'Welcome to London' reception and features a series of satellite events to promote and celebrate life sciences in London.



# ABOUT London Life Sciences Week

## Objective

Create a cohesive event uniting the Jefferies European Healthcare Conference, fringe events, and a “Welcome to London” reception to enhance global collaboration, visibility, and the promotion of London life sciences.

## Target Audience

Attendees of the Jeffries Conference, investors, UK policy makers, HEIs, life science companies, thought leaders in the sector.

## Primary Markets

United Kingdom (mainly London)

Investors, policy makers, higher education institutions (HEIs), life science companies, thought leaders

United States of America

### Primarily attendees of the Jeffries Conference

Rest of Europe

## Primarily attendees of the Jeffries Conference

## Digital Channels

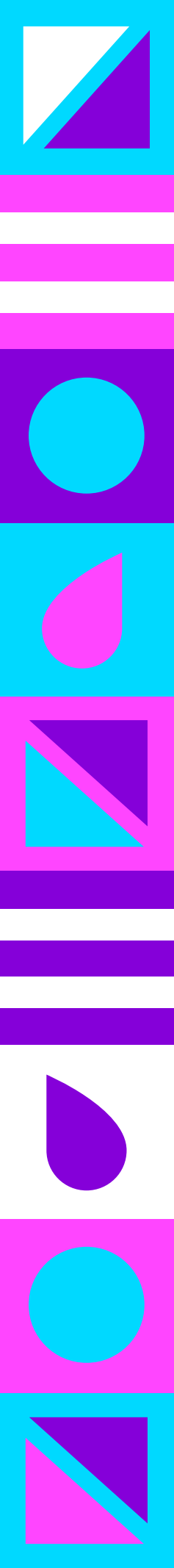
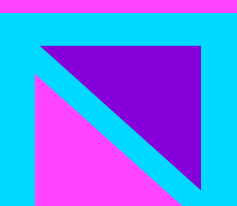
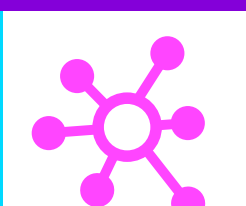
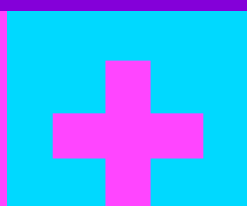
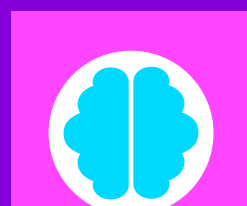
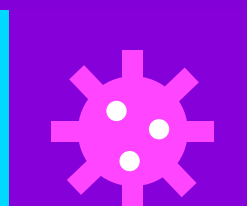
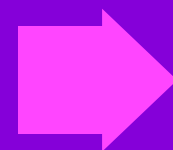
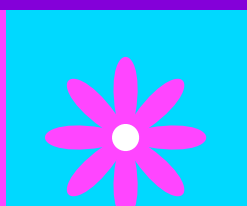
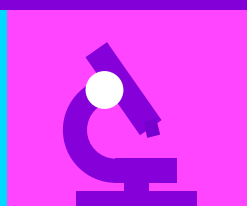
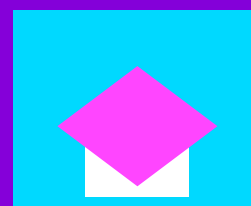
LLSW microsite , social channels( MedCity, BIA and ecosystem), emails/newsletters (BIA & MedCity), MedCity Website (cross promotion)

## Organisers

MedCity & UK BioIndustry Association

## Date \_\_\_\_\_

17 – 21 November 2024





# Messaging Matrix

Audience segment	Key Messages
<b>Pharmaceutical and Biotechnology Companies</b>	<ul style="list-style-type: none"> <li>• Highlight opportunities for networking with global investors and peers.</li> <li>• Promote benefits of showcasing products and innovations at fringe events.</li> <li>• Emphasise London's position as a hub for life sciences innovation</li> </ul>
<b>Investors</b>	<ul style="list-style-type: none"> <li>• Discover investment opportunities in London's thriving life science ecosystem</li> <li>• Emphasise the opportunity to meet with global top-tier pharmaceutical and biotech companies</li> </ul>
<b>Higher Education Institutions (HEIs)</b>	<ul style="list-style-type: none"> <li>• Showcase opportunities for HEIs to present cutting-edge research to a global audience.</li> <li>• Highlight potential partnerships and collaborations with industry leaders</li> <li>• Promote London's educational strengths and contributions to life science innovation.</li> </ul>
<b>International stakeholders</b>	<ul style="list-style-type: none"> <li>• Promote the strengths of London's life sciences ecosystem and opportunities for investment and collaboration.</li> <li>• Emphasize the strategic importance of London Life Science Week for global life sciences networking and collaboration.</li> </ul>
<b>Sector Thought Leaders</b>	<ul style="list-style-type: none"> <li>• Showcase opportunities for thought leadership and contribution to discussions on life sciences innovation.</li> <li>• Highlight the platform provided by London Life Science Week for sharing insights and influencing the future of life sciences.</li> </ul>

# SOCIAL POSTS

The following slides contain example social media posts designed to generate awareness for London Life Sciences Week (LLSW).

These sample posts can be adjusted as needed. They aim to educate the audience about LLSW and we've outlined a simplified post schedule so you have enough content to post once a week should you choose. You also have the flexibility to post when and often as you like.

We also have a suite of designed brand assets for you to use to post and generate awareness for LLSW.

Thanks for your support.





# How you can support:

We would love for as many people to be involved in the campaign as possible, so please join in and share any posts and send this toolkit to any key influencers in your network that can spread the message.



## Sharecards

Reshare the campaign assets on your personal social channels and tag us to bring more attention to the campaign.

Link here  **Campaign sharecards**

## Social media handles:

**in**

@london-life-sciences-week

@MedCity

@BioIndustry Association (BIA)

## Reshare

Reshare our posts from your own LinkedIn and Twitter accounts and make sure to tag us!

Please see links to copy and social assets on following slides.



A woman with blonde hair tied back, wearing a white lab coat, is looking through a black compound microscope. She is adjusting the stage with her right hand and the focus knob with her left hand. The background is a blurred laboratory setting. The entire image has a blue-to-purple gradient overlay.

# September Content





# Post Schedule 1-2



Download Assets Here

## Post 1 – w/c: 09/09/24

Copy and post!

### Coming soon:

London Life Sciences Week

17 – 21 Nov

Stay tuned for more details.

#LondonLifeSciencesWeek #LLSW2024 #BiotechCommunity  
#LifeSciences #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association

## Post 2 – w/c: 16/09/24

### Save the date:

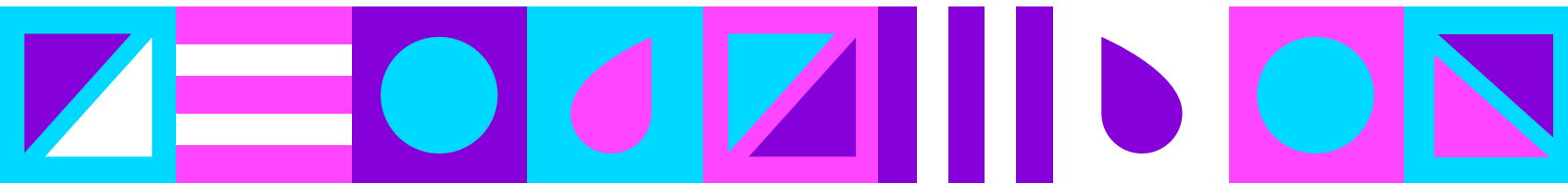
London Life Sciences Week is approaching.

17 – 21 Nov

Get ready for a week of networking and dealmaking.

#LondonLifeSciencesWeek #LLSW2024 #BiotechCommunity  
#LifeSciences #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association





# Post Schedule 3



Download Assets Here

## Post 3 – w/c: 23/09/24

Copy and post!

★ Join us for London Life Sciences Week 2024! ★

We are thrilled to announce the inaugural **London Life Sciences Week**, taking place from **17-21 November 2024**. The celebration will bring together the brightest minds and leading organisations in the life sciences sector to showcase innovation, foster collaboration, and promote London as a global leader in life sciences.

### Why Attend?

**Network with Global Leaders:** Connect with pharmaceutical and biotechnology companies, alongside investors, researchers, and policymakers.

**Discover Cutting-Edge Research:** Engage with groundbreaking research and developments from London's top universities and research institutions.

**Explore Investment Opportunities:** Learn about the latest trends and opportunities for investment in London's thriving life sciences ecosystem.

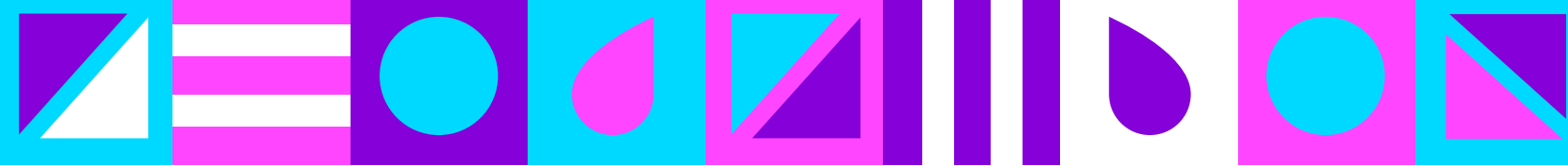
**Participate in Fringe Events:** Attend various fringe events and discussions that highlight the strengths and innovations within the sector.

Let's come together to celebrate and promote life sciences in London. Stay tuned for more updates and visit our website for registration details. We look forward to seeing you there!

Visit: <https://lifesciencesweek.london/>

#LondonLifeSciencesWeek #BiotechCommunity #LifeSciences  
#LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association







# Post Schedule 4



Download Assets Here

## Post 4 – w/c: 30/09/24

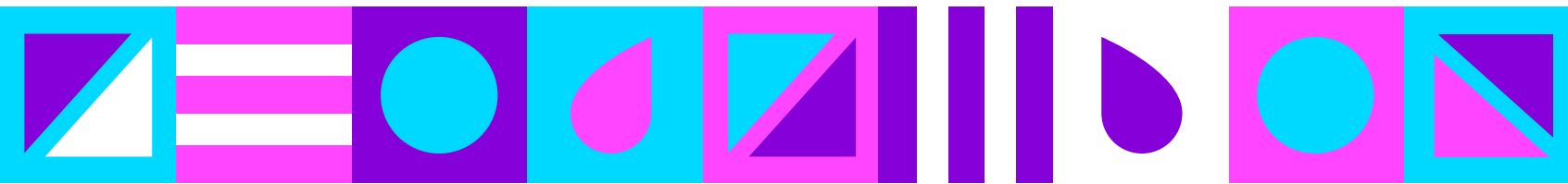
Copy and post!

Join us for London Life Sciences Week from 17-21 Nov 2024! Celebrate London #LifeSciences, network with global leaders, and explore the latest innovations. #LLSW2024

Visit: <https://lifesciencesweek.london>

#LondonLifeSciencesWeek #BiotechCommunity #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association





# October Content





# Post Schedule

## 1



Download Assets Here

### Post 1 – w/c: 09/09/24

Copy and post!

#### Get involved in London Life Sciences Week!

1. Attend the Welcome Reception to network.
2. Join fringe events for insightful discussions.
3. Include your event to the schedule.
4. Promote using #LLSW2024.on social media.

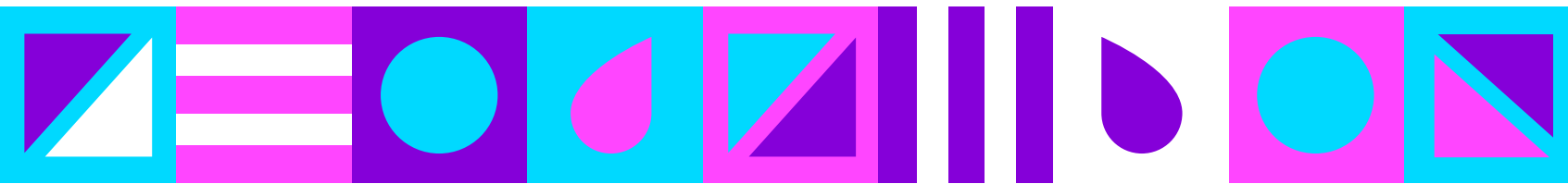
Date: 17-21 Nov

Visit: <https://lifesciencesweek.london/>

Let's make LLSW2024 unforgettable!

#LondonLifeSciencesWeek #BiotechCommunity #LifeSciences  
#LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association





# Post Schedule 2



Download Assets Here

## Post 2 – w/c: 14/10/24

Copy and post!

### ★ Get involved: London Life Sciences Week ★

London Life Sciences Week is your chance to be at the forefront of innovation and collaboration in life sciences. Whether you're looking to network, learn, make deals, or showcase your work, this is the event for you. Don't miss out.



Date: 17-21 Nov

### Ways to Participate:

Join the Welcome Reception: Kick off the week with networking opportunities.

**Engage in Fringe Events:** Take part in various discussions and events happening throughout the week.

**Include Your Event:** Hosting an event? Contact us to have it featured in the official schedule.

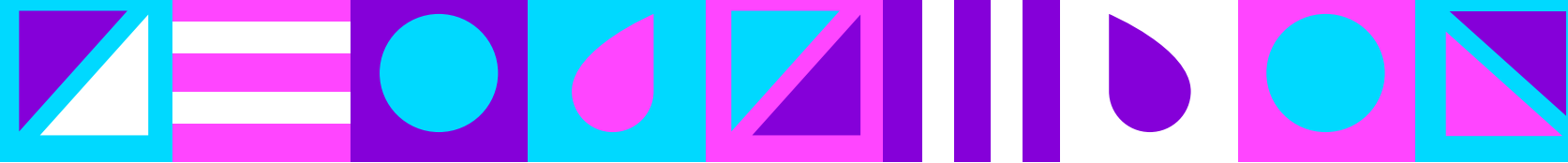
**Spread the Word:** Use #LLSW2024 to share your experiences and promote the event on social media.

Let's come together to celebrate and promote life sciences in London. Stay tuned for more updates and visit our website for more details. We look forward to seeing you there!

Visit: <https://lifesciencesweek.london/>

#LondonLifeSciencesWeek #BiotechCommunity #LifeSciences  
#LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association







# Post Schedule 3



Download Assets Here

## Post 3 – w/c: 21/10/24

Copy and post!

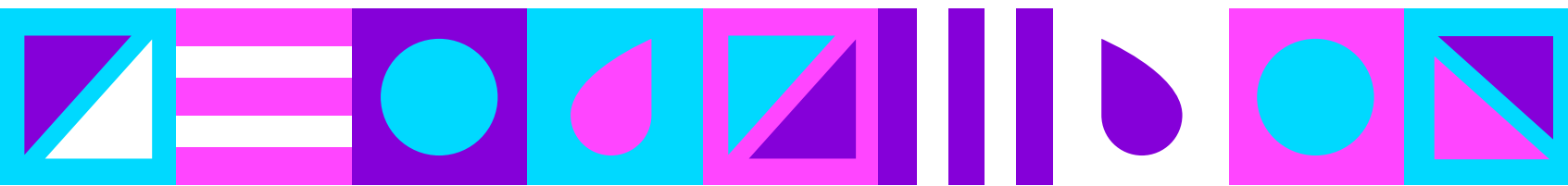
Mark your calendars! London Life Sciences Week is just **one month away**. Join us for a week of networking and dealmaking. Stay tuned for more exciting LLSW announcements! 🎉

When: **17 – 21 Nov**

Visit: <https://lifesciencesweek.london/>

#LondonLifeSciencesWeek #LLSW2024 #BiotechCommunity  
#LifeSciences #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association





# Post Schedule 4



Download Assets Here

## Post 4 – w/c: 28/10/24

Copy and post!

Get ready! London Life Sciences Week is just **three weeks away**.

Join us from 17-21 November 2024 for a week packed with innovation, networking, and global biotech collaboration. This inaugural event will bring together the brightest minds and leading organisations in the life sciences sector to showcase cutting-edge advancements, foster collaboration, and highlight London as a global leader in life sciences.

### Get involved:

**Attend the Welcome Reception:** Kick off the week with networking opportunities.

**Join Fringe Events:** Participate in insightful discussions and panels.

**Include Your Event:** Hosting an event? Contact us to add it to the official schedule.

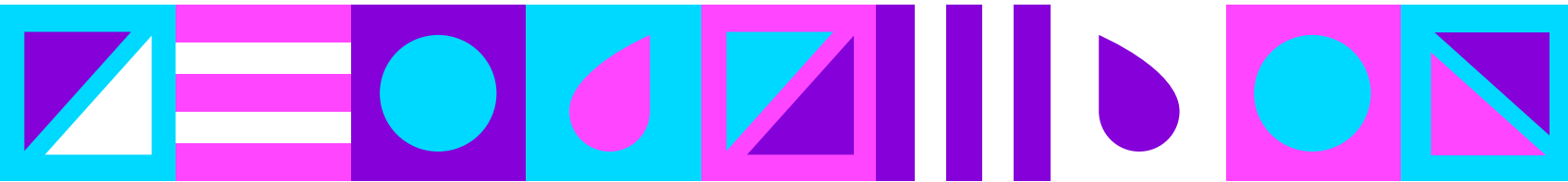
**Promote the Week:** Use #LLSW2024 on social media to share your experiences and insights.

Let's come together to celebrate and promote life sciences in London. Stay tuned for more updates and visit our website for registration details. We look forward to seeing you there!

Visit: <https://lifesciencesweek.london/>

#LondonLifeSciencesWeek #BiotechCommunity #LifeSciences  
#LondonLifeSciences

@London-Life-Sciences-Week hosted by  
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A woman with braided hair, wearing a light blue blazer, is speaking at a podium. She is smiling and looking towards the right. Her hands are clasped in front of her. In the background, a blurred audience of people is visible. The entire image is overlaid with a semi-transparent magenta/pink gradient.

# November Content





# Post Schedule 1-2



Download Assets Here

## Post 1 – w/c: 4/11/24

Copy and post!

Only **two weeks to go** until London Life Sciences Week! Are you ready for a week full of networking and dealmaking?

When: **17 – 21 Nov**

Visit: <https://lifesciencesweek.london>

#LondonLifeSciencesWeek #LLSW2024 #BiotechCommunity  
#LifeSciences #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
@MedCity and @BioIndustry Association

## Post 2 – w/c: 11/11/24

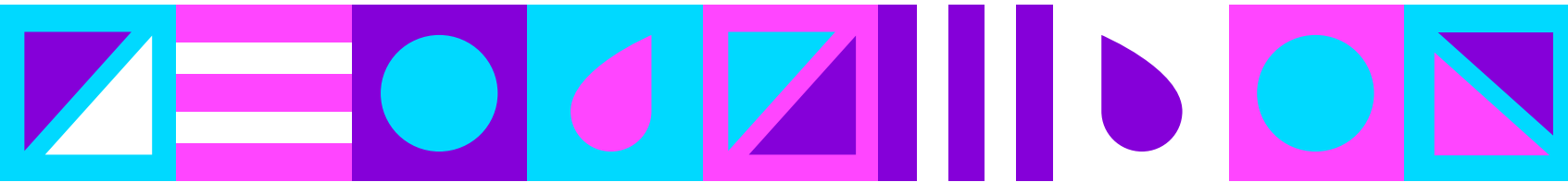
Just **under one week until London Life Sciences Week**. Don't miss out on a week packed with global biotech collaboration, dealmaking and celebrating London life sciences.

When: **17 – 21 Nov**

Visit: <https://lifesciencesweek.london>

#LondonLifeSciencesWeek #LLSW2024 #BiotechCommunity  
#LifeSciences #LondonLifeSciences

@London-Life-Sciences-Week hosted by  
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