



Hi

Harvard  
innovation labs

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# NETWORKING IN HEALTH & LIFE SCIENCES: HOW TO MAXIMIZE INDUSTRY EVENTS

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HOW TO DO THIS "INDUSTRY EVENT" THING?

## 4 "EASY" STEPS

The devil is in the details

- 1 | Select
- 2 | Prepare
- 3 | Execute
- 4 | Followup



# 1 SELECT

With so many options... how to choose?

- **The right "industry"**

Not as simple as it sounds

- **The right event**

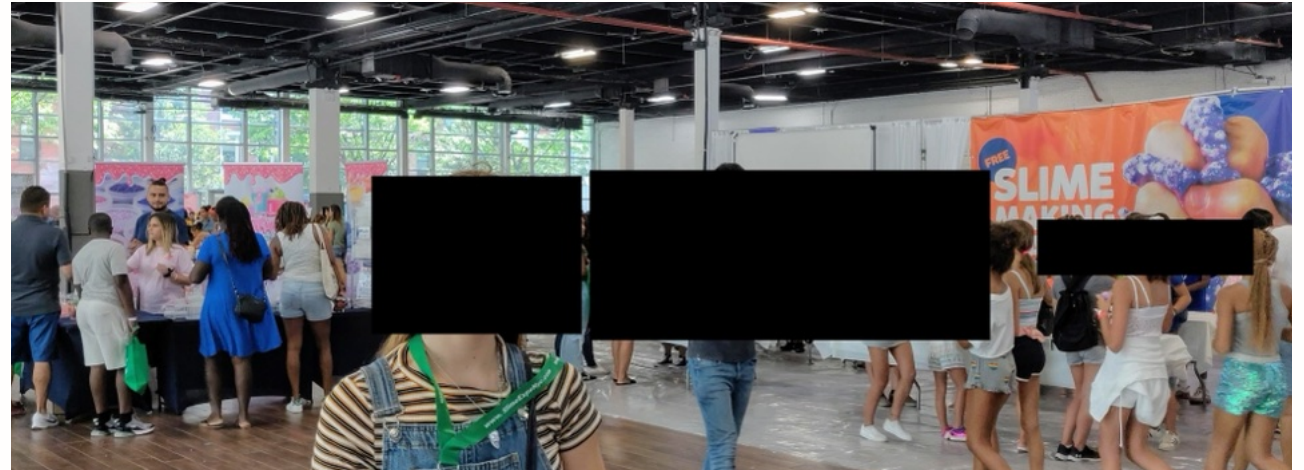
Pay attention and learn to discern

- **At the right time**

"When" is key

- **For the right reason**

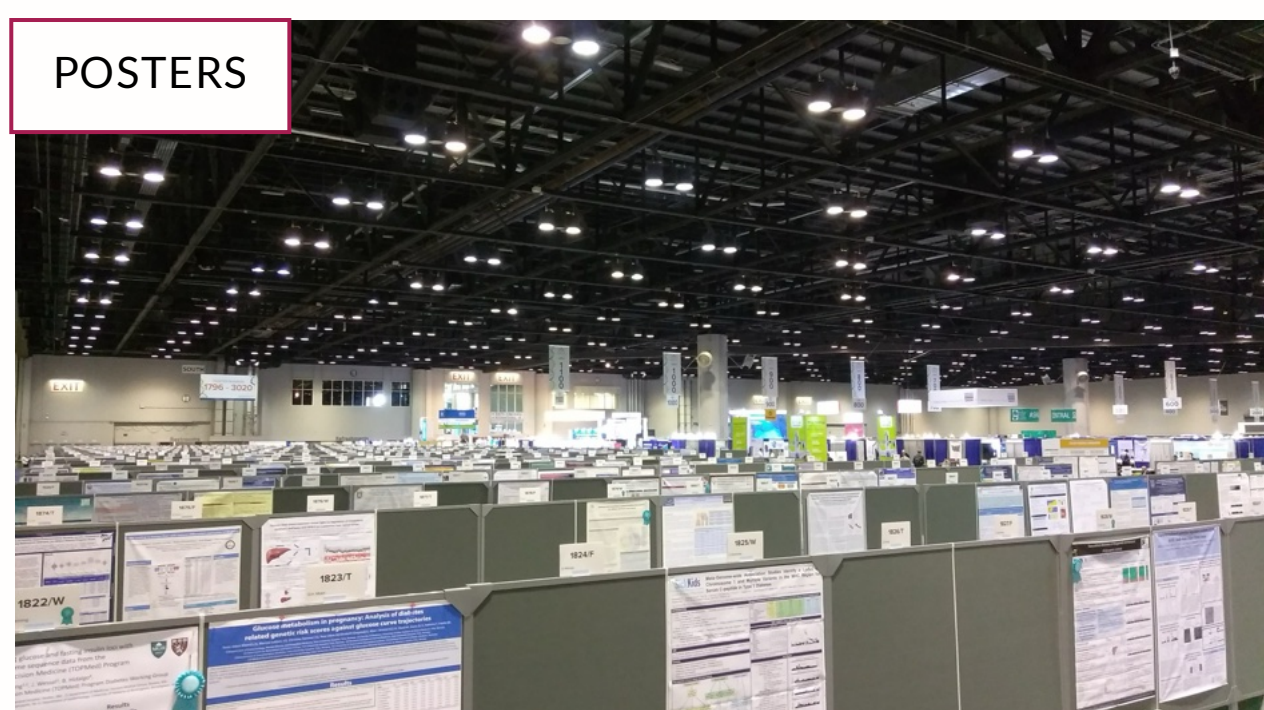
What is the objective?



## SPEAKERS



## POSTERS



## MEETINGS



## EXHIBITION



## 2 PREPARE



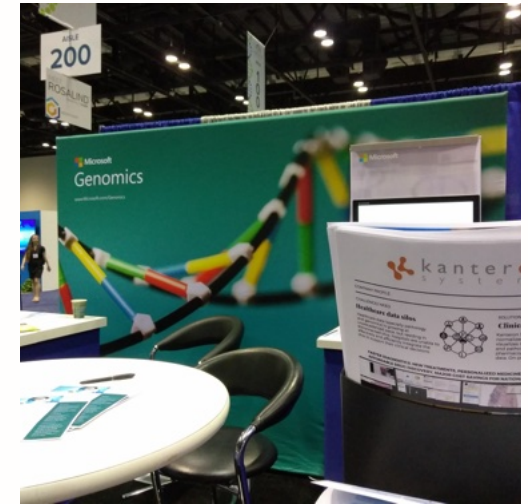
### Objective

What EXACTLY are you trying to do?



### B2B Matching

Parallel Events



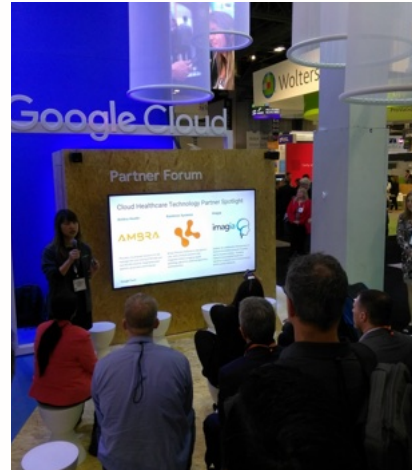
### Materials

Online or Physical

# 2 PREPARE

## HACKS

- **Attend for free**  
Partners, Speaker, Award, Grant
- **Free "booth"**  
Industry partnerships
- **Maximize networking opps**  
Schedule / Location / Speakers
- **Free media materials**  
And easy PR coverage



# 3 EXECUTE



You don't need much  
But there's a minimum



Guerrilla Marketing  
(It could backfire)



Credibility Boosters  
Like a Partner presentation



Alternative Venues  
Rent a room... or a boat!

# 3 EXECUTE



Hard to stand out  
Against giants with resources



Remain focused  
Very easy to get distracted



Have fun!  
Might as well...



Survive  
Get out of there (good luck!)



## 4 FOLLOW UP

- **Everybody is tired**  
Too many meetings, materials, content...
- **Everything looks the same**  
Standard and repetitive
- **Contact timing**  
Instant LinkedIn, soon follow up, action points



# Q&A



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