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## Deliverable 2.5

# Brokerage Events

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<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	





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## Introduction

The KTN was tasked with leading on the delivery of structured brokering throughout the RespiceSME project. At the kick-off meeting, several options were discussed and prior learnings from the partner's experiences in the former European project "ASPICE" and other projects were brainstormed. It was felt that the best opportunity to yield good collaboration opportunities was to target trade shows where cross sectoral opportunities that were in line with the project outputs were more likely to exist. To this end, we decided to do two formal structured sessions of brokerage:

1. **Advanced Engineering Show**, National Exhibition Centre, Birmingham, UK November 2016

2. **Laser World of Photonics**, Munich, Germany, June 2017

The KTN lead on the set up and delivery of brokerage with support from the consortia in attracting delegates for brokerage activities during the events.

## Methodology approach

The KTN has a license for **Meeting mojo** (<http://www.meeting-mojo.com>) which is an online brokerage tool where participants complete profiles ahead of an event and can book one-one meetings with other participants attending a mutual event. This tool was used at both structured events.

### **ADVANCED ENGINEERING SHOW**

The Advanced Engineering show is one of the UKs largest manufacturing trade shows and is an annual event attracting over 13,000 delegates each year over two days. Three tactics for brokerage were carried out at the show.

#### *1) Meeting mojo*

There were 10 dedicated booths for 1-1's at the show. Business, Academics, Research Organisations and consultants were able to register for meeting mojo ahead of the show and the KTN took care of disseminating the profiles to assist in meeting bookings at the show.

#### *2) Collaboration corner*

The Collaboration Corner was a new feature for the advanced Engineering show and a much-loved tool the KTN has used before. If participants weren't able to attend the show or stay for the whole show or, in particular with EU partners that couldn't justify travel, they could send their profile and the KTN would post these on the poster boards. The poster boards had business card drops beneath each profile and delegates attending would leave their contact details for the KTN to connect after the show.



Collaboration corner format (Source: KTN)

The ideal requirements


- i. Utilise a booth at a trade show, or exhibition space or a dedicated corner of an event which has good footfall and visibility in order to get maximum impact in delegates attending being able to see and browse profiles;
- ii. Use several poster boards to hold each profile and a receptacle to be placed underneath each profile to allow delegates at the show/conference/event to leave a business card to be connected to the profile after the event.
- iii. Create a template for contacts to use so that it creates a consistent format for delegates to be able to browse relevant sections more easily. The template used for RespiceSME is shown below but can be adapted depending on brokerage requirements.
- iv. Make the connections to each profile after the event.
- v. Further dissemination of profiles can be achieved after the event by sending profiles to known contacts that might be interested in the profile.



**Company name & Logo**

Please use the following as prompts, try and limit to 100 words, pictures are welcome

What is your business, what do you offer?	What kind of businesses would you be interested to network or be connected with?
What sector(s) do you operate in or would like to operate in?	Where might you be seeking collaboration or funding (country or funding source)?



**Matchmaking Contact Template (Source: KTN)**

### 3) *Structured presentation with keynote speakers*

Structured presentation sessions in trade shows are renowned for creating an opportunity for questions and partnerships. Locating a new topic within a trade show that has cross-sectoral opportunities can additionally allow targeting partnerships with potential end users, particularly for enabling and emerging technology applications.

#### The ideal requirements

- i. Target a trade show that has potential for cross-sectoral benefits and that it is possible to structure a speaking session with presentations demonstrating application and innovation in the sector.
- ii. Set up an online brokerage registration site for speakers and delegates to book 1-1 sessions ahead of the event. An example of brokerage registration is meeting mojo (<http://www.meeting-mojo.com>), which is easy to use and to set up and enables event attendees to pre-arrange business-partnering meetings online. It is versatile enough to slot into conference, exhibition or brokerage event formats.

#### ***Step 1 – Create event details***

##### **Step 1: Enter details**

My event is called

You can change this later in the event settings page

Start date

End date

Event address  .meeting-mojo.com

Enter the name of your event, and the date(s) when the 1:1 meetings will take place.



### Step 2 – Add timings for each session

#### Step 2: Add time slots

Start	End	May 7	May 8	May 9	
<input type="text" value="09:00"/>	<input type="text" value="09:30"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Delete
<input type="text" value="09:30"/>	<input type="text" value="10:00"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Delete
<input type="text" value="10:00"/>	<input type="text" value="10:30"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Delete
<input type="text" value="10:30"/>	<input type="text" value="11:00"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Delete
<input type="text" value="11:00"/>	<input type="text" value="11:30"/>				

Back

**Enter time-slots to create the 1:1 meeting schedule.**

### Step 3 – Add location options for meetings

#### Step 3: Add meeting points

Table 1	<input type="button" value="Delete"/>
Table 2	<input type="button" value="Delete"/>
Table 3	<input type="button" value="Delete"/>
Table 4	<input type="button" value="Delete"/>

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**Add the venue locations where 1:1 meetings will take place.**

Figure 1: Meeting Mojo Setup Process (Source: KTN)

At this point, the setup is complete and the meeting mojo can be made live. It is also possible to import a list of potential delegates or to send the link for mojo to a wide database of contacts.

A more detailed overview of how to set up meeting mojo can be found here [http://info.meeting-mojo.com/mm\\_slideshow.pdf](http://info.meeting-mojo.com/mm_slideshow.pdf)

- iii. Establish an area for 1-1 sessions outside of the presentation area where booked meetings can take place;

Establish a rota for the 1-1 sessions and display booked slots for each table to ensure that participants know to vacate the table in time for the next booking.



The KTN organised a dedicated Photonics session of talks and 1-1 slots with the speakers as well as meeting mojo throughout the two days. Day Two of Advanced Engineering show, 3/11/16 had a dedicated session on Photonics Applied in Advanced Engineering.

#### **Agenda of meetings: Photonics Applied in Advanced Engineering**

- 11:30 Laser Driven Sources- opening a whole new world of applications,  
Dr Ric Allott, Central Laser Facility, STFC Rutherford Appleton Laboratory
- 11:50 Lightweight Solar Cells for Space and UAV's Applications,  
Dr Dan Lamb, Centre for Solar Energy Research, Swansea University
- 12:10 Fraunhofer and Practical Open Innovation,  
Simon Andrews, Fraunhofer UK Research Ltd
- 1:30 Funding your Idea and finding partners,  
Louise Jones, Knowledge Transfer Network

#### **LASER WORLD OF PHOTONICS**

The Laser World of Photonics is Europe's leading trade show and conference in Photonics and the must to show to attend for Photonics companies. The consortia planned to target this show for many aspects of the project as we knew that many of the community would attend and also that cross-sectoral contacts often attended to explore emerging and enabling technologies that could apply to their business.

The approaches adopted at this show were similar to the Advanced Engineering show;

##### *1) Meeting-mojo*

1-1 sessions available at structured times on two days of the show with refreshments ahead of the two workshops organised by RESPIECE SME partners alongside the main show.

##### *2) Collaboration Corner*

The KTN had a booth in the UK pavilion and the same profiles from Advanced Engineering and a few additional profiles were put on the wall for delegates passing the booth to leave cards for connecting after the show.

## **Overview of Outputs**

#### **ADVANCED ENGINEERING SHOW**

The Photonics focussed session at Advanced Engineering was well received and had over 60 delegates and triggered 1-1s with the speakers following the talks. Brokerage triggered as a result of presentation slots = 10



*Delegates at Enabling Innovation Zone at Advanced Engineering show*



*Simon Andrews, Fraunhofer UK Research Ltd, Advanced Engineering show*





*Dr Ric Allott, STFC Presenting at Advanced Engineering Show*

The meeting-mojo at the event was not well received, partly as there was a clash with the show doing their own online meeting tool. Only 5 pre-booked meetings were recorded for the show with predominantly UK connections.

Links arising from Collaboration Corner Advanced Engineering Show, 3/11/16

Profile No.	Company	Country	Origin of Profile	Introductions from show
1	Quantum Light Instruments	Lithuania	LITEK	1
2	Joanneum Research	Austria	Photonics Austria	2
3	Recendt	Austria	Photonics Austria	0
4	Laser Micromachining	UK	KTN	1
5	OpTEK Systems	UK	KTN	2
6	Oxford Lasers	UK	KTN	2
7	Future Photonics Hub	UK	KTN	3
8	Workshop of Photonics	Lithuania	LITEK	0
9	Sedi-Ati Fibres Optiques	France	Optics Valley	1
10	Proximion	Sweden	Photonics Sweden	3
11	Axiscades	UK	At AE Show	3
12	The Printed Cup Company	UK	At AE Show	2
13	Leukos	France	Optics Valley	0
14	Scitech Precision	UK	At AE Show	0
15	Analysis by Firth	UK	At AE Show	0
16	Next Dimension Technology	UK	At AE Show	3
17	Centre for Solar Energy Research	UK	KTN	1



18	PREA Ltd	UK	KTN at AE Show	0
19	Acorn2Oak Innovation Solutions Ltd.	UK	KTN after show	0
20	QA Weld Tech	UK	KTN	0
21	ECLIPSE AB	Sweden	Photonics Sweden	0

### LASER WORLD OF PHOTONICS

The consortia ran two workshops at the show and again offered meeting mojo at the event. Sadly there was no uptake for meetings prior to the two workshops we ran, however many discussions occurred after the two sessions which offered good brokerage opportunities.

#### **Links arising from Collaboration Corner at Laser World of Photonics**

Profile No.	Company	Country	Origin of Profile	Introductions from show
1	Quantum Light Instruments	Lithuania	LITEK	1
2	Joanneum Research	Austria	Photonics Austria	1
7	Future Photonics Hub	UK	KTN	1
8	Workshop of Photonics	Lithuania	LITEK	1
13	Leukos	France	Optics Valley	1
14	Scitech Precision/STFC	UK	At AE Show	1
17	Centre for Solar Energy Research	UK	KTN	1

## Conclusions

The brokerage ran throughout the project has been varied in its approach and offered many opportunities for the SMEs engaged with the project to take advantage of excellent opportunities to form new partnerships. Lessons have been learnt as to what worked and what didn't.

A total of **31 connections** were requested and made as a result of the collaboration corner and several are looking into collaborations either from an EU project perspective or through commercial streams.

Meeting Mojo did not work very well at either of our events, luckily this was at no cost to the project as the KTN had an existing licence. We suspect that the hosts of both trade shows did not promote our tool for brokerage widely and perhaps there were other events with online brokerage in direct competition with our tool.



There was limited uptake across EU in submitting profiles at Advanced Engineering show or indeed attendance at the show from EU companies, likely due to fears of Brexit and there were lower numbers of EU participants at the show compared to previous years.

Running a structured session on Photonics within a largely manufacturing based event was well received and stimulated good 1-1s afterwards. The same can be said of the session at Laser World of Photonics.