



2022

# Event manual for Pioneer the Possible

How to plan an event to attract trade, investment and talent to Sweden



# Manual for creating events

The purpose of Pioneer the possible is to create interested in Sweden as a business partner. Once that interest is created it is important to make sure that there is a way for the target group to move on to actual business or partnership opportunities. For this reason, we have developed a manual on how to arrange a Pioneer the Possible event and brand it using the material available in the toolkit.

We want more businesses and organisations to choose Sweden for trade, business startups and job creation. We want more entities to choose Sweden because of our leadership in sustainable development. And we want progressive forces to join us in achieving the 2030 Agenda.

## 1. Find partners and/or bigger events

Contact the Business Sweden section in charge of your country and/or relevant business councils/chambers working with bilateral business relations to make sure that you are complementing each other's activities and use your joint networks in the best possible way.

The first thing to do is to investigate if there are any bigger events happening in your country or region, that could pose a good arena for you to add to. This could be a fair, a summit, a meeting on national level etc.

## 2. Choose a business ecosystem

In the dialogue with the business promotion organisations identified in the step above discuss what business segments that are of national interest and where Sweden has something valuable to offer.

Business Sweden will know what ecosystems that might be relevant to create new business connections within. The ecosystems in focus for Business Sweden are:

- SMART INDUSTRY
- SMART TRANSPORT
- SMART ENERGY
- NEW MATERIALS
- DIGITAL TECHNOLOGIES
- LIFE SCIENCE
- CREATIVE INDUSTRIES & FOOD

## 3. Choose a target group and format

Once you have decided on a business segment/eco system it's time to choose your goal/purpose, target group and theme. Depending on what target group and goal you select there will be different event topics/formats.

| Event topic  | Making it happen  | Co-creation  | The Pioneers   |
|--------------|---|--|--|
| Purpose      | Investments to Sweden and/or policy making  | Business partnerships and trade                    | Talent attraction                                      |
| Target group | CEOs, managers, senior decision makers from foreign international companies, politicians, international investors | SMEs and larger corporates                         | Highly skilled workforce<br>Start-ups<br>Entrepreneurs |
| Format       | Seminar with keynote speaker and panel discussions  | Seminar with keynote speaker and panel discussions | Q&A session or<br>Career event                         |

## **Making it happen – We stretch the boundaries of the possible**

An extraordinary time calls for remarkable solutions to achieve our mission: better lives for everyone, everywhere. We challenge the status quo, human ingenuity and the laws of science to achieve things once considered impossible.

Invite a keynote speaker that represent an innovative Swedish company who's breaking new ground and pioneering the sustainable development. If possible, with a connection to your country.

Follow the keynote with a panel discussion or seminar on how we can create opportunities for new innovations and businesses that can solve the climate challenge.

## **Co-creation – Shared challenges are best solved together**

Sweden invites everyone who wants to improve life for the next generation to cocreate with us. We highlight existing collaborations, thank our partners for sharing our successes and look forward to new boundary-spanning projects.

Invite a keynote speaker that represent a local company that already has a successful cooperation with a Swedish company to present why the results were depending on the collaborative aspect.

Follow the keynote with a panel discussion or seminar on how cooperation can be facilitated and supported.

If possible, follow up with a matchmaking activity between Swedish and local companies. For example, a digital speed date or a physical mingle reception at the residence depending on local regulations.

## **The pioneers – The people and products showing we're getting there**

Change is possible – and we have everything we need to hand. The proof is all around and gets stronger all the time. We shine the spotlight on proven solutions and products that were once thought impossible and show the people making it happen.

### **Q&A session**

Invite 1-3 Sweden alumni to present how working in Sweden propelled their careers and the highlights of living in Sweden. Either this is done through a panel discussion with 3 alumni or as a presentation by one person.

Open to questions from the audience.

Make sure you finish the event by providing the audience with information on where they can learn more and/or get in touch with relevant Swedish companies.

### **Career event**

A career event can be set up by teaming up with a Swedish region, science park or cluster of companies with recruitment and sourcing needs. It could include sessions on the benefits and strengths of working in Sweden, a testimonial from an international talent currently working in Sweden and may also include a facilitated matchmaking session.

Contact SI if you wish support in finding a relevant partner in Sweden.

## **4. Inviting speakers and audience**

When deciding on a keynote speaker, keep in mind that the companies, cases or products they represent should always have a sustainability and/or innovation focus. In the Pioneer the possible toolkit you can find a case bank with Swedish cases from various business ecosystems that could be highlighted in the event.

You could also look into the Sweden alumni network to find interesting individuals with strong connections to both countries.

Inviting participants could be done through individual invitations to key persons (seminars) or through social media. For social media you may use the ready-made social media posts/films in the toolkit.

## **5. Branding your event**

In the toolkit you can find a Power point presentation about Sweden as a business nation as well as key visuals that can be used as backdrop during an event.

It is important that the event is not only called Pioneer the possible but that it also has the tone of voice described in the Pioneer's Handbook. We must be innovative in our expression in order to be perceived as innovative.