

NanoString Distributor Meeting 2023: EMEA & LATAM

March 6th – 9th 2023

Barcelona, SPAIN

AGENDA

March 6th – Alexandria Hotel Barcelona (Calle Mallorca, 251 - Barcelona, 08008, Spain)

19:30 – Registration & welcome reception at the terrace followed by dinner

March 7th – Alexandria Hotel Barcelona – Forum B room

9:00 – 10:00	Introduction by sales leaders (Mike Harkins, VP of Global Sales, Nicole Droste, VP Sales EMEA, Ian Buell Sr. Sales Director, and Massimo Cerfeda, District Manager)
10:00 – 10:30	Introduction to marketing goals and strategies (Agnese Winfield, Sr. Director Regional Marketing)
10:30 - 11:00	Spatial leadership: GeoMx, CosMx & AtoMx (Vik Devgan, Sr Director, Product Manager)
11:00 - 11:30	Coffee Break
11:30 - 1:00	Deep dive into GeoMx & CosMx – positioning, personas, liver data set interactive (Vik Devgan, Sr Director, Product Manager)
1:00 - 2:00	Lunch Break
2:00 - 4:00	Competitive landscape in space: analysis and workshop (Tony Zucca, TSS Manager, Aida Freire Valls, Technical Sales Specialist & Vasileios Kampanis, Field Application Scientist)
4:30 - 5:00	Coffee Break
5:00 - 6:00	Spatial data analysis: AtoMx roadmap and demo (Jason Reeves, Associate Director Bioinformatics)
	Break
7:00	Lobby
7:30 -10:30	Dinner (Pompeu Fabra Observatorio)

March 8th – Alexandria Hotel Barcelona – Forum A room

9:00 - 9:30	Distributor success stories I – Service lab as a sales tool (Diagnostics)
9:30 - 10:00	Distributor success stories II – Winning with bundles (Uniscience)
10:00 - 10:30	Distributor success stories III – From lead, to instrument sale to consumables (Diatech Labline)
10:30 - 11:00	Coffee break
11:00 - 12:30	nCounter: instrument, panels, and competition (Christina Bailey, Director, Product Management)
12:30 - 1:00	Service and support (William Parker, Sr Director, Customer Support)
1:00 - 2:00	Lunch break

- 2:00 - 3:00 Training program & resources (Aprile Thompson, Commercial Enablement Manager)
- 3:00 – 3:45 Lead generation and Management – SFDC distributor portal (Massimo Cerfeda and Matt Marquardt, Sr Director Commercial Operations)
- 3:45 - 4:15 **Group picture & coffee break**
- 4:30 - onwards Social activity followed by tapas dinner

March 9th – Alexandria Hotel Barcelona – Forum A room

- 9:00 – 9:45 The user perspective: Dr. Azucena Salas, Principal Investigator, IDIBAPS
- 9:45 - 10:30 The customer experience laboratory in Amsterdam (Trieu My Van, Sr Manager CX labs)
- 10:30 - 11:00 **Coffee break**
- 11:00 – 12:00 Game, recap & survey – Closing remarks