

NanoString Global Distributor Meeting 2022

July 4th – 6th 2022

Amsterdam, the Netherlands

AGENDA

July 4th – NanoString’s European Headquarters, Amsterdam iQuarters, Paasheuvelweg 25, Amsterdam

1:30 – 2:00	Welcome and registration in meeting room on ground floor
2:00 - 5:00	Tour of the Customer Experience facilities (3 groups rotating on 3 stations, 1h each) Stations: GeoMx experimental design/project considerations, CosMx technical view, Spatial Organ Atlas
5:00 – 5:30	Transfer to the hotel, hotel check-in
6:30	Dinner at the hotel (studio 5-6)

July 5th – Marriott Amsterdam Hotel, Stadhouderskade 12, 1054 ES, Amsterdam – ROOM ABC – 1st floor

Please note a parallel session for distributor service leaders (see details at the end of the agenda)

9:00 - 9:30	Introduction by sales leaders
9:30 - 10:00	Introduction to marketing: upcoming major activities for H2.
10:00 - 10:30	Spatial Ecosystem - GeoMx & CosMx
10:30 - 11:00	Spatial Ecosystem - GeoMx & CosMx
11:00 - 11:30	Coffee Break
11:30 - 12:00	Spatial Ecosystem - GeoMx & CosMx
12:00 - 12:30	Spatial Ecosystem - GeoMx & CosMx
12:30 - 1:00	Spatial Ecosystem - GeoMx & CosMx
1:00 - 2:00	Lunch Break
2:00 - 2:30	nCounter
2:30 - 3:00	nCounter
3:00 - 3:30	nCounter
3:30 - 4:00	Break
4:00 - 4:30	Data analysis- sDAS and AtoMx
4:30 – 5:00	Data analysis- sDAS and AtoMx Break Team building around Amsterdam including dinner – recommendation: wear comfortable shoes and clothes

July 6th – Marriott Amsterdam Hotel, Stadhouderskade 12, 1054 ES, Amsterdam – ROOM ABC – 1st floor

8:30 - 9:00	Spatial competition I
9:00 - 9:30	Spatial competition II
9:30 - 10:00	Spatial competition III
10:00 - 10:30	Coffee Break

10:30 - 11:00	Diatech's presentation: GeoMx in Italy, positioning
11:00 - 11:30	Diagnostica & Citogen's presentation: service lab & TAP
11:30 - 12:00	BioStrategy: how to capture the early market? Bundle case study
12:00 - 12:30	Phile Korea - TAP success
12:30 - 1:00	Accelerating projects and consumables ops post-installation
1:00 - 2:00	Lunch break
2:00 - 3:00	Grant Gephardt shares his vision
3:00 - 3:30	Q&A session
3:30 - 4:00	Final remarks

Global Service Distributor Meeting

July 4th – Meeting kick off for all attendees

Venue: NanoString's Headquarters, Amsterdam iQuarters, Paasheuvelweg 25, 1105BP Amsterdam.

1:30 - 2:00	Welcome and registration in meeting room on ground floor
2:00 - 5:00	Tour of the Customer Experience facilities (3 groups rotating on 3 stations, 1h each) Stations: GeoMx experimental design/project considerations, CosMx technical view, Spatial Organ Atlas
5:00 - 5:30	Transfer to the hotel, hotel check-in
6:30	Dinner at the hotel (studio 5-6)

July 5th - Distributor Service & Support Meeting

Parallel session reserved for distributor service leaders

Venue: – Marriott Amsterdam Hotel, Stadhouderskade 12, 1054 ES, Amsterdam – Room Studio 4

9:00 - 10:00	Introductions
10:00 - 10:30	Sharing our service and support strategy
10:30 - 11:00	New Products and training plans
11:00 - 11:30	Break
11:30 - 12:00	Improving our collective communications
12:00 - 12:50	Creating additional Service Spares stocking locations
1:00 - 2:00	Lunch Break
2:00 - 3:30	Documentation for installations, pro-active maintenance and reactive service activities
3:30 - 4:00	Break
4:00 - 4:30	Service Academy: providing training and support to distributors FSEs
	Break
	Team building around Amsterdam including dinner – recommendation: wear comfortable shoes and clothes

July 6th – Marriott Amsterdam Hotel, Stadhouderskade 12, 1054 ES, Amsterdam

8:00 - 8:30	Open for 1:1 as needed
-------------	------------------------

8:30 - 9:00	Open for 1:1 as needed
9:00 - 9:30	Open for 1:1 as needed
9:30 - 10:00	Open for 1:1 as needed
10:00 - 10:30	Coffee Break
10:30 - 11:00	Diatech's presentation: GeoMx in Italy, positioning
11:00 - 11:30	Diagnostica & Citogen's presentation: service lab & TAP
11:30 - 12:00	BioStrategy: how to capture the early market? Bundle case study
12:00 - 12:30	Phile Korea - TAP success
12:30 - 1:00	Accelerating projects and consumables ops post-installation
1:00 - 1:30	Lunch break
1:30 - 2:00	Lunch break
2:00 - 3:00	Grant Gephardt shares his vision
3:00 - 3:30	Q&A session
3:30 - 4:00	Final remarks