

2024 EMEA & LATAM Distributor Meeting

When: Monday 2nd - Thursday 5th September, 2024

Where: Movenpick Hotel, Amsterdam, The Netherlands

AGENDA

Monday 2nd September - Arrival day - Hosted at Movenpick Hotel

18:30 - 19:30	Welcome drinks & canapes - Restaurant III	
19:30 - 21:00	Welcome Dinner - Restaurant III	

Tuesday 3rd September - All Job Functions - Hosted at Movenpick Hotel

08:30 - 09:30	Opening by the Senior Leaders	Beth Nye, SVP Sales and Service and Senior Leadership
09:30 - 10:00	Future RoadMap	Product Management
10:00 - 10:30	Introduction to Canopy Biosciences	Thomas Campbell, Assoc. Director of Product Management, Canopy Biosciences
10:00 - 11:00	Coffee Break	
11:00 - 12:00	nCounter Solutions & Competition	Christina Bailey, Director, Product Management
12:00 - 13:00	Lunch	
13:00 - 14:00	Spatial Solutions & Positioning	Prajan Divakar, Director, Product Management, Johnny Lyssand, Assoc. Director, Product Management
14:00 - 15:00	Competition Countering 10x Xenium - interactive session	Johnny Lyssand
15:00 - 15:30	Coffee Break	
15:30 - 16:00	Marketing Updates & Future Plans	Beth Nye
16:00 - 16:30	Tech Support & FAS Overview	Rudy van Eijdsden, Director of Field Applications & Trieu My Van, Assoc. Director, Technical Support
16:30 - 17:00	Customer Service & Field Service Overview	William Parker, Senior Director, Customer Support & Marie Lauigan Assoc. Director, Customer Service
17:00 - 17:30	Wrap up for the day by Senior Leaders	ALL
19:00 - 22:00	Dinner at an Amsterdam restaurant (venue TBD)	

Wednesday 4th September - All Job Functions - Hosted at Movenpick Hotel & CX Lab

08:30 - 09:30	Panel Discussion nCounter	FAS, Product Managers, Sales Managers
09:30 - 10:00	Customer presentation Familial deletions in a gene desert disrupt sinoatrial node composition and function (GeoMx project)	Lieve van der Maarel, AUMC
10:00 - 11:00	Panel Discussion Spatial	FAS, Product Managers, Sales Managers
11:00 - 11:30	Coffee Break	
11:30 - 12:30	Sales Tools Spatial Organ Atlas (SOA), Dataset & Spatial Tissue Book review	Clement David, Senior Manager, Field Application Scientist & Tony Zucca
12:30 - 13:00	Accessing Resources Seismic & NanoU, bi-weekly call, regular marketing newsletter	Anne van der Valk, Snr. Regional Marketing Manager
13:00 - 13:30	Lunch	
13:30 - 14:00	Shuttle to CX Lab	ALL
14:00 - 16:00	Amsterdam CX Lab Tour	Trieu My Van
14:00 - 16:00	PARALLEL SESSION FAS New training paradigm and Open Office Hours (Hosted at CX Lab)	Ana Ortalli, Snr. Field Application Scientist
18:00 - 21:00	Dinner at an Amsterdam restaurant (venue TBD)	

Thursday 5th September - All Job Functions - Hosted Movenpick Hotel

08:30 - 09:30	Logistics & Customer Care Service	Daniel Stewart, Director, Logistics & Elle Sparrow, Logistics Services Manager
09:30 - 10:30	Distributor presentations	Bernat Col, Product Specialist, Diagnostica Longwood & Stefano Gottardi, Sales manager, Diatech labline
10:30 - 11:00	Coffee break	
11:00 - 12:00	Scientific Case Studies nCounter - interactive session	Rudy van Eijdsden & FAS Team
12:00 - 13:00	Scientific Case Studies Spatial - interactive session	Rudy van Eijdsden & FAS Team
13:00 - 13:30	Closing Remarks & Survey	ALL
13:30 onwards	Lunch and Departure	ALL

Hotel venue information: Piet Heinkade 11, 1019 BR AMSTERDAM, Netherlands

NanoString CX Lab: Paasheuvelweg 25, 1105 BP Amsterdam, Netherlands

Have questions? Email anne.van_der_valk@bruker.com