



Webinar “Bringing together leading biophotonics experts from Japan and Scotland”

Event report

Report date: 29th March, 2023

Report writer: Bertrand Frossard (Chromacity, webinar co-organizer)

Number of pages: 3

1- Organization

Organization of the webinar started early October 2023 and included:

- Initial engagement between co-organizers (4)
- Definition of the webinar topic
- Selection of speakers (3 from Japan + 3 from Scotland)
- Preparation of the program (English and Japanese)
- Engagement with sponsors and supporters
- Technical organization
- Marketing campaign to promote the webinar
- Webinar delivery on Monday 27th March, 2023
-

Time from first contact between organizers and webinar delivery: **6 months**.

Co-organizers of the webinar were:

- Biocommunity Kansai, subcommittee on Photonics Life Engineering
- Scottish Development International
- Photonics Scotland
- Chromacity

Sponsors and supporters of the webinar were:

- The Kansai Pharmaceutical Industries Association
- The NPO Kinki Bio-Industry Development Organization
- The Urban Innovation Institute
- The Life Science Innovation Network Japan (LINK-J)
- The Japan Association for the 2025 World Exposition.

Speakers for the webinar were:

- Professor Tsuneaki Sakata, Vice President and Executive Supervisor, Biocommunity Kansai
- Dr Alison McLeod, Senior Program Manager, Photonics Scotland
- Dr Clare Hoskins, Reader in Bionanotechnology, Department of Pure and Applied Chemistry, University of Strathclyde



- Dr Jonathan Taylor, Senior Lecturer, School of Physics and Astronomy, University of Glasgow
- Dr. Kazuki Bando, Department of Applied Physics, Osaka University
- Dr. Hidenori Nagai, National Institute AIST (Japan) Advanced Industrial Science and Technology

2- Registrations and attendance

Through marketing actions from the co-organizers and the sponsors of the webinar, registrations were as following:

- Total registrants: **126**
 - Registrants from Japan: 83 (65.9%)
 - Registrants from the UK: 43 (34.1%)

The registration portal (through Eventbrite portal) was open from 24th February to 26th March.

The attendance of the webinar was as following:

- Attendees peak: **59**
 - From Japan: 47 (79.7%)
 - From the Rest of the World: 12 (20.3%)
- (The webinar lasted 78 minutes in total)

The ratio attendee/registrant is **46.8%**, which is a good outcome as close to the high expected bracket (33% to 50% expected).

A total of 8 questions has been asked at the end of the webinar, during the Q&A session.

Comments:

The time of the webinar for the Rest of the World (Monday morning in Europe, nighttime for the Americas) may explain the lower attendance for this group.

We expected more questions for the Q&A session. The relatively low number of questions may be explained by the fact that the webinar was delivered in English. As most of the attendees were Japanese, they may have been hesitant to ask questions, although we indicated at the start of the webinar that questions in Japanese could be asked and would be translated and then answered (in English).

3- Follow-up actions

Follow-up actions are as following:

- A. Email to all attendees to thank them for their participations and share with them the contact details (email address) of the speakers. The email also indicates that a second webinar will be organized in the next few months (see point B. below).
➔ Action completed on 29th March 2023 (UK time)
- B. Share list of attendees with co-organizers of the webinar.
➔ Action completed on 29th March 2023 (UK time)
- C. Email to registrants who didn't attend informing that the webinar has been recorded and will be made available on "catch-up" through Chromacity YouTube channel.
➔ Pending action – recording to be amended to include the title of the webinar. Action expected to be completed week commencing 10th April.



- D. Organization of a second webinar focusing on presentations from industrials developing components or solutions for biophotonics applications. This would give an opportunity for 2 Japanese companies and 2 Scottish companies to present their product offer in order to engage with end-users or industrial partners.
- ➔ Pending action: date for the industrial webinar to be defined by the co-organizers of the first webinar.

END OF REPORT