

IKA-Werke Expert Insights Kick-off call 31.01.2024

ATTENDEES: TOBIAS ZELANO, CHRISTENE SMITH, REBECCA KÄPPLER

Delivery by February 9:

1. Up to 5 keywords relevant for IKA for **Scale-up/scale-down processes for bioreactors**
2. Website/product link that will be placed in the foreword
3. Exclusion list for article search (e.g. competitors)
4. Title and TOC (if possible) of Whitepaper

Delivery by February 29:

5. Whitepaper: max. 5 pages/A4 format
 6. Optional: Ads for cover page 2 and/or 3
 7. Optional: Additional questions for the registration page (standard questions in the screenshot below)
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1. Expert Insight structure

- Cover page 1 (Wiley suggests title and picture(s)/Tobias sends pics as well)
- Cover page 2 (optional: advertisement from IKA)
- Foreword (written by Wiley)
- 3 article summaries (written by Wiley)
- Whitepaper max. 5 pages long A4 format (delivered from IKA)
- Cover page 3 (optional: advertisement from IKA)

2. Topics and our recommendations

- Fermentation processes in the food and beverage industry
- **Scale-up/scale-down processes for bioreactors (Wiley recommendation)**
- Precision fermentation (Präzisionsfermentation)

3. Article Search

- 3-5 keywords (topics, products) and website/product link can be included
- Any exclusions? Competitors?
- Search takes approx. 10 workdays (Wiley)
- One week review and decision (IKA)
- Detailed schedule delivery (Wiley)
- Pub date before end of April

4. Science Content Hub

- Hosted on: [Home - Wiley Science Content Hub](#)
- Standard registration details
- Further questions can be implemented (separate pop-up window)

HUB REGISTRATION

✕

Name *

First

Last

Email *

Password *

Industry *

Job Title *

Company/Organization *

Country/Location *

Please select...

▼

State/Province *

Not Applicable

▼

Consent *

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Register

5. Marketing

- Geo targeting: worldwide
- Embargo (e.g. Russia)? no
- 2 mailings
- WOL banner
- KPI leads: approx. 250 leads
- Reporting: 1 week after a mailing, 30 days after and 60 days after