

Social Media *Posting Guide*

Maximize your digital reach and exposure
to prepare for success at LSI Europe '26

What do we call this event?

- Refer to this event as LSI Europe '26.

What makes this event unique?

- LSI Europe '26 is not a traditional conference or trade show. It's a partnering event, designed to facilitate real relationships and help Medtech and Healthtech leaders accelerate their growth.

Who is attending LSI Europe '26?

- LSI Europe '26 is attended by global Medtech and Healthtech's leading innovators, investors, strategics, and professional service companies.

Where is LSI Europe '26?

- LSI Europe '26 will be held at the Grand Hyatt Barcelona.
- Address: Pl. de Pius XII, 4, Les Corts, 08028 Barcelona, Spain

What happens at LSI Europe '26?

- LSI Europe '26 will feature presentations from vetted innovators, as well as keynotes, panels and workshops discussing the boldest ideas in Medtech and Healthtech, and countless opportunities to partner and build relationships with Medtech and Healthtech global leaders.

When should we post from our accounts to maximize engagement?

- To maximize your engagement, we encourage you to make at least two posts. Once from your accounts when you first receive the media and a second time within two weeks of the event on September 28th.
- We encourage you to post from both your company accounts and personal accounts. Statistically, posts from personal accounts get more engagement than posts from company accounts. Posting from both your company and your personal accounts will help maximize your engagement.

What image should we use to make posts from our social media pages?

- You should use the image that was emailed to you from our team. If you need it resent, please reach out to us at blake@ls-intel.com.

How can we increase engagement on our post?

- Tag the LSI account! @LSI and @LSI Europe will notify our team and allow us to help promote your post to our social media network of over 40,000 people in the Medtech and Healthtech community.
- Tag LSI team members who you'd like to see the post. We love interacting with posts from the LSI community.
- Tag other relevant executives and investors in your company.
- If you're on a panel, tag the other participating panelists.
- Tag someone that you're looking forward to meeting at LSI Europe '26.
- Tag any other friends or colleagues who may be interested.

What hashtags do we use when posting?

- #LSIEurope26 for the event.
- #LSIAlumni for members of the LSI community - Like you!

Do you have copy or text we can use for creating these posts?

Text for Personal Post

Feel free to adapt to your own words, or use your own words completely.

This is just an example

--

I'm attending **@LSI Europe '26**, September 28 to October 1, in Barcelona. LSI is the global industry leader in medtech, and LSI Europe '26 is where the world's top emerging companies, investors, and strategics come to innovate, invest, and connect in Europe. If you're attending, I'd love to connect. Message me in the app or on LinkedIn. **#LSIEurope26 @LSI**

Text for Company Post

Feel free to adapt to your own words, or use your own words completely.

This is just an example

--

We're attending **@LSI Europe '26**, September 28 to October 1, in Barcelona. LSI is the global industry leader in medtech, and LSI Europe '26 is where the world's top emerging companies, investors, and strategics come to innovate, invest, and connect in Europe.

If you'll be in Barcelona, connect with [attendee name], who would love to connect.

#LSIAlumni #LSIEurope26 @LSI

Example Posts

Lara Zibners MD MMed MBA • 1st
Co-Founder, Calla Lily Clinical Care; National Educator, ATLS UK at Royal College...
10mo • 1

Big news! I'll be attending and presenting at LSI Europe '25 in London.
This event brings together the world's leading medtech and healthtech... more



Selected to Present in London
September 7th - 10th, 2025
JW Marriott Grosvenor House London
Apply at [lseurope25.com](https://www.lseurope25.com)



Lara Zibners
Calla Lily Clinical Care

Aritz Zamacola • 1st
CEO & Co-founder @Resolve
10mo • 1

📍 London calling! I will share the latest breakthroughs from **Resolve Stroke** at #LSIEurope25 next week.
... more



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Aritz Zamacola
Resolve Stroke

Methinks AI
10mo • Edited • 1

We're excited to share that our CEO **Pau Rodriguez** has been shaping the stage at LSI Europe '25 in London, taking place September 7-11.
... more

*Scaling Impact Through Strategic Partnerships:
The AI Journey from Imaging to Implementation*



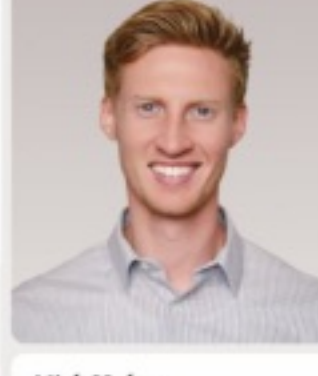



Nick Hulme • 1st
Sr. Business Development Manager at PDV MedTech
10mo • 1

I am hosting a track session at LSI Europe in London next month. **Bryant Grigsby** and **David Chersky** will also be leading a workshop "ROI or RIP? Making Sense of Medical Device Development Spending" on Monday at... more



Session Leader LSI Europe '25
September 7th - 10th, 2025
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Nick Hulme
PDV MedTech

PDV MedTech, Inc.
10mo • 1

PDV is attending LSI Europe. We will be leading a workshop "ROI or RIP? Making Sense of Medical Device Development Spending" on Monday at... more

PDV MedTech
Proud Sponsor of LSI Europe '25





RespirAI Medical
11mo • 1

We're thrilled to announce that our CEO & Co-Founder, **Nimrod Bin-Nun**, will be speaking at LSI Europe '25 this September in London!
... more



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Nimrod Bin-Nun
RespirAI

Relief srl
11mo • 1

📍 Proud to have **Steffen Hovard**, an invaluable member of our board, representing Relief at LSI Europe 2025 in London this September. With his extensive expertise in urology, medtech and market access, he is a... more



I'm Attending LSI Europe '25
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Steffen Hovard
Relief srl

Nitinotes Surgical
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LSI Europe '25 is two weeks away, and we're ready!
On Monday, 08.09.25, at 14:30 to 14:39 on Stage 2, CEO **Lloyd Diamond** will... more



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Lloyd Diamond
Nitinotes

Relief srl
11mo • 1

📍 Excited to announce that our CEO, **Giulia Lucarini**, will be attending #LSIEurope25 in London this September! At Relief, we are redefining the standard of care in urinary incontinence with... more



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Giulia Lucarini
Relief

NIMBLE Diagnostics
10mo • 1

📍 Only one week to go until #LSIEurope25 kicks off! We can't wait to join Medtech's premier partnering event, where our CEO and co-founder **Oriol Iborra Egea** will be presenting the latest results from our... more



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Oriol Iborra Egea
NIMBLE Diagnostics



For more *Information*

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Head of Marketing
blake@ls-intel.com