

SKILLS DEVELOPMENT COURSE FOR THE TECHNOLOGY
TRANSFER AND INNOVATION SUPPORT PROFESSIONS

TII SUMMER SCHOOL



11-15 September 2006

University of Szeged
Szeged, Hungary

Organised by TII, the European Association for the Transfer of Technology,
Innovation and Industrial Information, in collaboration with Laser Consult



PROGRAMME

**DAY 1 – MONDAY 11 SEPTEMBER 2006,
9.30 – 17.30**

Subject:
An Introduction to Innovation Management

Background and objectives: Innovation and innovation management are sometimes overused and abused terms. The programme of the first day of the summer school aims to set the scene for the rest of the week by placing innovation and innovation management in the right context. It will look at the definition of innovation and innovation management, how it fits in with other management disciplines and will explore the different models which are commonly used. Participants will also get to grips with methods for identifying and generating new ideas, of having them accepted and of exploiting them. Attention will likewise be paid to potential problems and bottlenecks in the innovation system and ways to overcome them.

A further element of the course is dedicated to skills management, ranging from the definition of skills for specific knowledge-based jobs to profiling staff, planning learning programmes for them and assessing their acquisition of new skills. The final element of the workshop will look at customer relations management, including how to capture and anticipate customers' needs, how to decode their knowledge and ideas and then develop them into new business.

Content:

By the end of this workshop participants will be able to

- Understand the innovation management process
- Create a climate in which ideas can achieve their real potential
- Define and describe innovation roles and skills
- Set up an organisational knowledge structure
- Use customer and market input for the benefit of the innovation process

The workshop will consist of short presentations, interspersed with practical exercises in groups and the use of on-line self-assessment tools.

Trainers:

Dr. Richard Messnarz has been the chairman of EuroSPI (European Systems and Software Process Improvement and Innovation) since 1994. Over the past ten years he has been involved in European projects with innovation as the main theme, including one with innovation centres across Europe to develop a regional innovation transfer model, based on a study of 200 of Europe's most innovative firms, and another to develop skills training and a learning cultural for the innovation manager of tomorrow. Bruno Woeran MBA is managing director of DANUBE (www.danube.or.at), a regional transfer agency working with companies, higher education institutes, universities and chambers of commerce in EU programmes, ranging from training and further education to technology transfer, innovation and regional development. He is a member of the programme committee of the International Forum on Technology Management and manager of the European network LEO-NET.

**DAY 2 – TUESDAY 12 SEPTEMBER 2006,
9.30 – 17.30**

Subject:
Making the Business Case for Technology Opportunities (practical bridge-building between science and business)

Objective and background: Technology transfer professionals tend to be caught in a dilemma: they very often know little of the science/technology they wish to sell/transfer nor of the industries they must work with; yet they have to bridge this gap to be successful. In order to succeed in the market, Technology Opportunities must be (made) interesting to people who speak «market language», i.e. a good «business case» must be created.

Participants will learn how to create a business case for technology opportunities and gain insights of useful methods to do so. After the training, participants will be able to build «value chains» and draw «value innovation charts» to ask the right questions and to use a number of tools, including the web-based JBEngine available through TII, to find the answers. The workshop is based on exercises and discussions which are focused on real cases.

Content:

- Guidelines for making the business case for science/technology
- How to build a value chain and a value chart
- How to use JBEngine and other tools
- Case studies, exercises and discussions

Trainer: The workshop is run by Ernst Max Nielsen, Managing Director of MaxInno (DK), a technology transfer and investment organisation, which facilitates the exploitation of new technology worldwide. Max has extensive experience linking industrial demand for new technology with technological offers from universities and with transferring university IP to industry. In the mid-1990s he managed the Danish Technological Institute's Technology Partnership Programme and in 2000-2001 he ran an inward technology transfer programme with the Regional Environment Center for Central and Eastern Europe, based in Hungary. More information on Max's current activities may be found at www.icnet.dk





**DAY 3 – WEDNESDAY 13 SEPTEMBER 2006,
9.30 – 17.30**

Subject:

The Commercialization of a Knowledge-Intensive Business Idea

Objective and background: The business development of scientific and technological inventions is not an easy task. To successfully commercialize an invention, a broad range of expertise is required in the areas of technology, marketing and finance. Most importantly, good negotiation skills are fundamental in order to obtain a successful result. This workshop is tailored especially to help practitioners engaged in the technology/ knowledge transfer process to develop their own toolbox of skills, with a special emphasis on improving their negotiation skills. Both marketing theory and practical case studies will be presented, as will the financial evaluation of scientific business opportunities. This will be followed by a demonstration of good practice in negotiating transfer deals and last but not least participants will be invited to practise their own negotiation skills through group exercises.

Content:

- An introduction to different methodological approaches to university-industry technology transfer processes
- The contribution of business valuation models to technology transfer processes, based on case studies
- An overview of effective negotiating strategies together with important negotiating tactics
- The negotiation process: a demonstration
- Case study work in groups on negotiation processes
- Presentations and feedback

During the workshop participants can expect to acquire a tried and tested business valuation model suitable for technology transfer processes. In addition, they will enhance their negotiation skills.

Trainers: The workshop is led by Dr. Peter van der Sijde, senior researcher at NIKOS, the University of Twente (www.utwente.nl/nikos) and lecturer in Knowledge Innovative Entrepreneurship at the Saxony Universities for Applied Sciences. Other trainers are Dr. Mirjam S. Leloux, consultant in business valuation of early-stage technology and intellectual property (www.scienceandbusiness.nl), and Drs. Rene Kloosterman, consultant in business development for knowledge-intensive services.

**DAY 4 – THURSDAY 14 SEPTEMBER 2006,
9.30 – 17.30**

Subject:

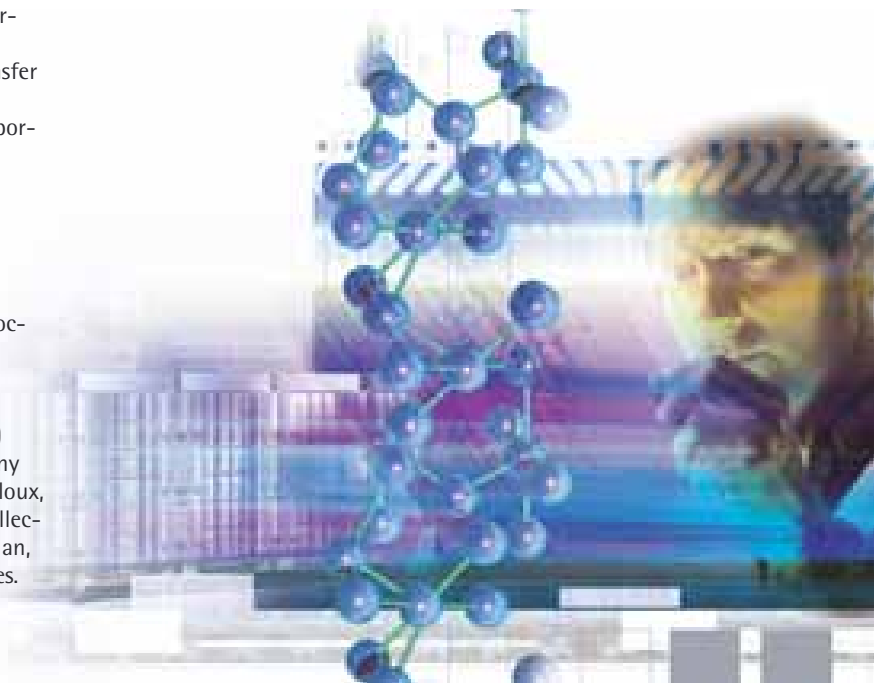
Building Success in International Project Management

Objective and background: With the internationalisation of the economy and science world, and with the availability of almost endless possibilities of telecommunication, more and more opportunities and new business models are seeing the light of day. Knowledge nowadays can be sourced and shared from anywhere at any time, but in order to use the knowledge to produce tangible benefits the work has to be done by humans, wherever they are, and whatever priorities and values they have. The paradigm of permanent working relationships has shifted towards more project-oriented cooperation: temporary cooperation schemes of big and small industries, science institutions, individuals.

Managing or participating in projects in an international (even worldwide) context requires new skills and abilities in order to meet the deadlines set by the project owner, and to meet the quality and quantity objectives defined for the deliverables. The objective of this workshop is to give the participants an introduction to some tools and techniques, as well as some practical hints for project management in an international context. They will take home with them a more developed awareness of signals, evolutions, behaviours that may occur in the course of projects, and a better understanding of how the success or failure of international project work can be influenced.

Content:

- Input from the participants on their own experience of international or inter-company projects
- The process of project management: some aspects of project management methodology, tools and techniques (an overview)
- Project charter, stakeholders' analysis
- Mobilising people in and around projects
- Roles of participants in projects
- Intercultural competence in projects: reading cultural differences and dealing with them
- Communication in and around projects
- Working with dispersed teams (efficient and effective use of modern communication tools, organising work with dispersed teams, ...)



The workshop will consist of short presentations, mixed with practical exercises in small groups and use of self-evaluation tools.

Trainer: Guido Giebens has had a very broad-ranging career to date, having worked in industry with the multinational Eastman Kodak in the 1970s and 1980s, then later as a Total Quality Management consultant before moving to the University of Antwerp, where he was responsible for research exploitation and managing the university incubator. After working as a consultant with Bekaert-Stanwick for three years specialising in innovation management systems, Guido is now operating as an independent consultant, in a virtual framework (www.viisiteam.com), advising clients on innovative problem solving, and process improvement. He is also a part-time lecturer at the Design Sciences Department of the «Hogeschool Antwerpen». During his career he has worked with many different people from European countries and from the US, and he has built up experience in dealing with the challenges and pitfalls of cooperation in international projects.

**DAY 5 – FRIDAY 15 SEPTEMBER 2006,
9.00 – 13.00**

Subject:

Marketing Scientific Results and Services in a Turbulent Environment – What is Really Working in Technology Marketing and Commercialisation Today?

Objective and background: Today, Research and Technology-based Organisations (RTOs) need to invest in emerging scientific capabilities and technologies at the same time they build world-class skills in strategic marketing effectiveness. To be successful, today's RTOs need to be recognised as scientific discipline experts and thought leaders who are as comfortable accepting science and engineering awards as signing contracts to commercialise competitive research and new technologies. Often, to attract research funding, they must clearly demonstrate the beneficial impacts of their work on the community at the same time. This interactive half-day workshop gives participants the opportunity to discuss and try out some of the most innovative techniques used by successful international Research and Technology-based Organisations. Participants will plan marketing strategies and identify value propositions that really work for critical stakeholders, find prospects and new business opportunities, develop durable and mutually beneficial relationships, and encourage the development of multi-skilled staff that can significantly increase the organisation's revenue streams.

Content:

- Understand how marketing principles can be profitably applied to R&D and knowledge-based organisations,
- Learn how to use technology benefit analysis and industry and consumer insights to improve planning and reduce the risk of technology market failures.
- Understand how to analyse national and international markets for new business opportunities
- Understand how to apply competitor analysis to differentiate your organisation
- Learn how to make more of your marketing investment in a globalising R&D environment
- Learn to use new techniques like 'permission' and 'viral' marketing and 'challenge workshopping' to cost-effectively and organically expand your client base while rapidly encouraging the transition from interested prospects to strategic partners.

The workshop offers a balanced mix of marketing theory and practical work in groups.

Trainer: Judy Marcure is Director of Calibre Communications (www.calibrecommunications.biz) and an experienced workshop facilitator for R&D organisations and associations of innovation management and technology transfer professionals. She has a Master's degree in marketing, with a focus on research and technology marketing, as well as a Master's in the history and philosophy of science. Her work with R&D labs and universities across four continents has been recognised by a number of awards for science marketing excellence. She has assisted clients in industrial sectors such as food, IT, packaging and transport as well as public sector research, IT, transport and logistics organisations to plan for and achieve unprecedented commercial successes. Judy is an editor of the international journal *Innovation: Management, Policy & Practice* and co-author, with Bruce Davies, Brett Cornwell and Thomas Baaken, of *Marketing Scientific Results and Services: a Toolkit*.

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REGISTRATION AND ACCOMMODATION BOOKING FORM

Please return to:

TII (Technology, Innovation, Information)

3, rue Aldringen, L – 1118 Luxembourg

Fax: +352-46 21 85 (Tel. +352-46 30 35-1)

Surname: Title: Dr. Mr Mrs Ms

First Name: Job Title:

Organisation:

Full Address:

Tel: Fax:

E-mail: WWW:

I will attend the TII Summer School from 11 to 15 September 2006.

I wish to attend on the following dates:

ACCOMMODATION

Please reserve accommodation on my behalf

Arrival date: Departure date: = nights

Single room (70 EUR per night) Double room (82.50 EUR per night)

PAYMENT

Option 1: 5-day course fee (accommodation extra - see above)

- 990 EUR for TII members
- 1,290 EUR for non-members
- 550 EUR for all participants from CEEC

Option 2: course fee per day (accommodation extra – see above)

- 250 EUR for TII members
- 325 EUR for non-members
- 150 EUR for CEEC participants

Upon receipt of this form, TII will invoice you for Option 1 or Option 2, as well as for accommodation for the nights you book. Payment details are provided on the invoice (by bank transfer or by credit card).

Cancellation Policy: A full refund less 100 euro will be made if written cancellation is received at least 15 days before the start of the course. A 50% refund will be made if cancellation is received less than 15 days before the start of the course. Substitutions may be made at any time.

PRACTICAL DETAILS

Introduction:

The summer school is the association's major activity in the field of training and is held each year in the third week of September. Its distinctive feature is that it offers training by practitioners for practitioners, with the aim of providing ready-to-use, practical methodologies which can be applied immediately in the TT and innovation support intermediary's everyday work assignments. Another unique characteristic of the summer school programme is its delivery by a truly international team of trainers, who have amassed many years of experience in their specialized field and, in doing so, have gained an undisputed reputation among peers. Each of the five days comprises a self-contained workshop incorporating a mix of theory, practical exercises and case studies, taught in a relaxed, informal, multi-cultural training environment.

In 2006, the EU-funded Innovation Coach project will hold its own 2-day seminar programme in parallel with the TII summer school on 14 and 15 September, on the themes of "Implementing start-up and venture capital funds for technology-based companies" and "Setting up an entrepreneurship programme".

TII in brief:

TII is one of the longest-standing and broadest-based independent associations representing the technology transfer and innovation-support professions in Europe. It has some 225 members in over 30 countries, and in 2004 it celebrated its 20th anniversary. Its members come from both the private and public sectors and are active in R&D exploitation, business incubation, IP negotiation, technology brokerage and licensing, prototype and new product development, technology audits and innovation management, company spin-off and start-up support. The association provides its members with services in four main areas: professional development and training, information and networking, technology transfer facilitation and good practice exchange and project development. More information can be found on the TII website at www.tii.org

Who should attend?

The summer school has been developed with TT and innovation support intermediaries' continuous professional development in mind. The training is suitable both for both newcomers to the profession and for professionals who wish to acquire new skills. Participants may register for the complete course, or choose any combination of workshops. The opportunities for international networking are an additional intangible benefit. Organisations which have sent delegates to the summer school in previous years include:

- innovation and technology consultancies, including IRCs
- technology and knowledge transfer offices and business development units of universities and research centres
- SME support organisations, both regional and national
- new product/process development units of companies
- technology/licensing brokerages
- business incubation support structures
- R&D departments of companies and research centres

Language:

The course is delivered in English. A good working knowledge of English is therefore required in order to draw maximum benefit from the tuition and group exercises.

Date and venue:

The 2006 summer school will be held from Monday, 11 September through to Friday 15 September, 13.00 in Szeged, Hungary. The city is the cultural and economic centre of the Great Plain region (Alföld) of South-Eastern Hungary, and a thriving university town. It is a large city by Hungarian standards with a population of 177,000, and is sometimes referred to as the City of Sunshine with an average 2,000 hours of sunshine annually. The summer school is being organised in collabora-

tion with our Hungarian member Laser Consult (www.laserconsult.hu) and is being held at the University of Szeged (www.u-szeged.hu). The University with its 11 faculties has earned Szeged the title of "City of Science"; many outstanding scholars have worked at the university, including Nobel Prize winner Albert Szent-Györgyi, who was the first to isolate vitamin C, extracting it from the paprika spice, one of Szeged's most famous products. Today this scientific strength is perpetuated through the creation of the Biological Research Centre, Biopolisz Szeged and BAYBIO.



Transport:

International participants are recommended to fly to Budapest Ferihegy Airport and then take a minibus taxi (price 3,500 HUF/13.50 EUR) to Szeged. Travel times are as follows:

From Budapest Airport to Szeged daily	From Szeged to Budapest Airport daily
Depart 00.30 – Arrive 02.30	Depart 02.45 – Arrive 05.00
Depart 08.45 – Arrive 11.30	Depart 06.30 – Arrive 09.30
Depart 13.45 – Arrive 16.30	Depart 13.30 – Arrive 16.30
Depart 20.15 – Arrive 23.00	Depart 17.00 – Arrive 20.00

Travel time by train from Budapest Nyugati railway station to Szeged is 2 hours and the price is around 5 EUR.

Bus transportation will be organised for the return trip to Budapest at the close of the summer school on 15 September.

Accommodation:

Participants will be accommodated at the Hunguest Hotel Forrás *** (www.hotelforras.szeged.hu). A single room costs 70 EUR per night and a double room 82.50 EUR. The price includes a buffet breakfast, use of the indoor pool and sauna and the nearby spa complex. Accommodation will be invoiced by the organizers on the basis of the number of nights booked on the registration form.

Registration:

Registrations for the course should be made using the attached booking form and returned to TII. You may register for the complete course or the workshop(s) of your choice. Please also mark your arrival and departure date so that we can book hotel accommodation for you. Following receipt of your registration form, TII will confirm all the necessary arrangements and send you an invoice corresponding to the course option/accommodation that you choose.

Cost:

The fee for the full course is 990 EUR for TII members. Non-members are charged 1,290 EUR and a special price of 550 EUR is offered to participants from Central and Eastern Europe. The fee covers tuition, course materials, refreshments and lunch on each day of the course. TII members wishing to register for fewer than 5 days are charged 250 EUR per day. Non-members are charged 325 EUR per day and CEEC participants 150 EUR.