



Fundamentals of Technology Transfer

20-23 November 2012

Loughborough

Provisional Programme

Course Director: Iain Thomas, Cambridge Enterprise Ltd

Tuesday 20 November 2012

1830-2030 Registration and Drinks Reception
Burleigh Court, Loughborough

DAY ONE

Wednesday 21 November 2012

Chair: Iain Thomas

0900-0915 Course Introduction (5)

0915-1015 Evaluating Opportunities (6)

1015-1045 Tea/Coffee

1045-1130 Evaluating Inventions - Case Study Exercise (7) “ “

1130-1200 Case Study Feedback “ “

1200-1300 IP Primer: Patents (8)

1300-1400 Lunch

1400-1530 Collaboration Case Study (inc tea/coffee) (9)

1530-1730 Marketing Technology (10)

1830-2030 Networking Event

DAY TWO
Thursday 22 November 2012
Chair: Iain Thomas

0900-1000 Non-Patent IP (11)

1000-1100 Non-Patent IP Exercise “ “

1100-1130 Tea/Coffee

1130-1230 Licensing - Key Issues (12)

1230-1330 Lunch

1330-1500 Licensing - Key Issues Exercise “ “

1500-1530 Tea/Coffee

1530-1630 Engaging Industry

1630-1730 Marketing your Office's Success (13)

DAY THREE
Friday 23 November 2012
Chair: Iain Thomas

0830-1000 Design in Technology Transfer (14)

1000-1015 Tea/Coffee

1015-1115 Who's the Boss? (15)

1115-1445 Negotiation and Deal Making (16)
(including working lunch)

1445 *Close and feedback forms*
