

## Masterclasses

Radical Innovations: the stage-gate innovation process

Karl Heinrich Hahn

**Developing KT Strategy and Policy** 

Alison Campbell

**Mastering LinkedIn** 

Alastair Banks

**Strategic Account Management** 

Wim Bens

**Finalising Negotiation Contract** 

Tanja Benedict

**Fundamentals of Negotiation** 

Robert Marshall

How to take academic software to market

Gavin Smith and Scott Wilson

**Professional Branding** 

Alastair Banks

Student IP

Jeff Skinner

How investors "sniff-test" spin-out ideas

Jeff Skinner

Remote negotiations in a rewired world

Robert Marshall

Setting up collaborations and license deals with academic

Kevin Nachtrab

Putting your researchers' valuable expertise to work

Amanda Zeffman

Delivering the KT/TT function: Office and Madate Structures explored

Art Bos

IP value, portfolio mapping and exploitation planning - a new toolkit for TT professionals

**Arnaud Gasnier** 

Using digital tools to help you source experts, promote and market yourself

and your products

Alastair Banks



## How to get the best out of licensing

Andrea Schmoll

How to Use Intellectual Asset
Management in innovation projects

**Andrew Telles** 

The case method of teaching technology transfer

**Jeff Skinner** 

The science of marketing science

Jane Muir

Dealing with tough negotiation, difficult people

Robert Marshall

The use and abuse of proof of concept funds

Jeff Skinner

Post-licensing management

Raja Sengupta

Valuation of early stage spin-outs

Jeff Skinner

**Conflict resolutions** 

Robert Marshall

Licensing agreements

Mark Anderson

Market research of TTOs

Cath Whitaker

**Business Development** 

Sean Fielding & Jeff Skinner

**Protecting inventions** 

Jeremy Philpott

**Assessing Technologies** 

Jeff Skinner

**Business Finance** 

George Fildes

**Managing TTO team** 

Robert Marshall

Start to negotiate

Robert Marshall

**Mastering LinkedIn Workshop** 

Alastair Banks

Business development of technology

licensing

Christian Smock & Peter Nissen Jorgensen

Financing spin-out essentials

Dominic De Groote, Johan Bil & Michael Truyen

University technology licensing

Mark Anderson

**Protecting Inventions** 

Jeremy Philpott

**Collaboration Agreements** 

Mark Anderson

**Clinical Trial Agreements** 

Mark Anderson

**IP Negotiation with start-ups** 

Mélanie Marcel

**Drafting and Negotiating (R&D) contracts** 

Tanja Benedict

Challenges of early-stage financing for start-ups

Tilmann Lahann

Legally correct implementation of start-up investments and efficient investment

management

Tilmann Lahann