Moving Forward
Together

Leiden, the Netherlands
6 - 8 November 2019

www.astp4KT.eu

13:30 - 16:00

NAAC Meeting

This is the bi-annual meeting of ASTP's National Association Advisory Council (NAAC). Chaired by Vice President for the NAAC Santiago Romo Urroz, the invited representatives of each national association will discuss the most pressing issues facing the sector.

Moderator:

Santiago Romo Urroz, Vice President NAAC, ASTP

Location: **Godfried Schalcken**

13:30 - 15:30

Building Effective Multi-Stakeholder Collaborations

This session will explore the interpersonal aspects of partnership building and common issues many people encounter when seeking to build internal and external collaborations with different stakeholders. Drawing upon the learning of the Partnership Brokers Association, it will look at the partnership lifecycle with a focus on partnership creation and explore techniques for building trust and transparency to achieve more fruitful and sustainable collaborations. Role play will be used to illustrate key themes.

Trainers:

Emma Bluck, Director, Gold Spark Consulting, France

Bernice Feller-Thijm, Founder JustB, the Netherlands

Location: **Jan Steen**
Registration Required

13:30 - 15:30

Digital Innovations SIG Meeting

This Digital Innovations Special Interest Group meeting shall chart the progress made since the last meeting in Dublin with specific attention given to:

Case Studies: the development made by the group on the collection and curation of the Case Studies Database, which is being developed as a learning tool.

Malcolm Bain, Partner, Across Legal, Spain

Survey: launch of the Software Licensing Deal Terms Survey, designed to gather and provide insights into the licensing practices used by our members in the area of digital innovations, in particular software and data.

Sigmar Lampe, Counsel IP and Licensing, Knowledge and Technology Transfer University of Luxembourg, Luxembourg

There shall also be special attention for a new SIG topic: Investing in Software Start-ups which shall look at challenges and best practices for investments in early-stage digital technologies and digital innovation start-ups

Mirko Lukács, Business Developer and Investment Manager, Utrecht Holdings, the Netherlands

Florian Kirschenhofer, Start Up and Portfolio Manager, Max Planck Innovation GmbH, Germany

Location: **Pieter van Slingelandt**

Wednesday November 6th

15:30 - 17:30

Leiden City Tour

During the Dutch Golden Age, Leiden was the Dutch Republic's second city. On this walking tour of Leiden's city centre you will tread in the footsteps of its most famous son, Rembrandt van Rijn and learn much about the rich history of this small beautiful city. A university city since 1575, Leiden has been one of Europe's most prominent scientific centres for more than four centuries. On the tour, you will hear about the city's history of tolerance and acceptance and how it welcomed *English Dissenters* who went on to be America's Pilgrim Fathers. On this tour, you will have the opportunity to wander the cobbled streets and view the canals which decorate this stunning city.

The tour will end at the Fall Meeting's Welcome Reception.

Meeting Point: **Fletcher Wellness-Hotel Lobby**

17:30 - 19:00

Welcome Reception

The Welcome Reception is a great opportunity to meet all the Fall Meeting's speakers and participants. Enjoy some nibbles and bubbles, meet the ASTP Board and volunteers before you head off into explore the city with friends and colleagues.

Registration desk will also be open during the Welcome Reception for you to collect your badge.

Meeting Point: **Fletcher Wellness-Hotel Lobby**
Location: **Leiden City Hall**

19:30 - 22:00

Directors' Dinner

If you are the Director of a KTO or a senior industrialist responsible for academic partnering, you are welcome to attend this intimate dinner to connect with your peers from across Europe. Great partnerships, deals and friendship are here to be made!

Location: **Koetshuis De Burcht**

Thursday November 7th

8:45

Registration Desk Open

Participants can collect their badges and programmes from the ASTP desk.

Location: **Foyer**

9:00 - 10:30

Opening Plenary

Welcome to Fall Meeting 2019

Martin Raditsch, ASTP President

TT "Tweets": best practice across Europe

Although facing common challenges, every KTO develops different strengths depending on their strategic goals and local ecosystems. This Opening Plenary will be an opportunity to learn from the experiences and examples of your peers from across Europe. Listen to working examples of how other KT offices manage interaction with SMEs; develop successful partnerships with large companies; match institutional developments with the local innovation ecosystem; promote student entrepreneurship and effectively involve researchers.

Speakers:

Partnership with big companies
Marta Catarino, Director Technology Transfer Office, TecMinho, Portugal

Regional Development
Rick Delbridge, Dean of Research, Innovation & Enterprise, Cardiff University, UK

Working with researchers
Ingrid Kelly, Technology Transfer Manager, IST Cube Management GmbH, Austria

Student Entrepreneurship
Elizabeth Adams, Researcher Development Manager, University of Glasgow, UK

Interaction with SMEs
Špela Stres, Head Technology and Innovation Transfer Center, Jožef Stefan Institute, Slovenia

Moderator:
Martin Raditsch, ASTP President

Location: **Leidsche Meesters**

10:30 - 11:00

Coffee Break

Use the conference app to arrange your face-to-face meeting. There are tables available in the foyer for your use.

Location: **Foyer**

11:00 - 12:30   **Track 1: Communication**

Internal Customer Surveys

We all depend on researchers being satisfied with our services. We need them to return to us with invention disclosures, regardless of previous rejection, disappointment with the development of previous inventions, or having endured a lengthy and complicated commercialisation route. The researcher is king and we, as KTOs, need to make sure that our services match both expectations and requirements. Some of us also rely heavily on good relationships with heads of departments and deans; they are often very important allies when we deal with complicated issues. Therefore, it might be a worthwhile, if not essential, to occasionally take the temperature among our customer groups. In this workshop, we shall look at ways this can be done: what type of questions need to be asked and how often; which format delivers the best feedback to help us improve, develop and maintain a happy client base?

Facilitators:

Stein Eggan, CEO, NTNU TTO AS, Norway

Karen Laigaard, Head of Technology Transfer, University of Copenhagen, Denmark

Location: **Leidsche Meesters**

11:00 - 12:30   **Track 2: Day-to-Day Practice**

Managing Post-Deal Relationships

However tempting it may be for the License Manager to kick back and relax once the last signature is placed on a license agreement, this is not the reality. This is the time for other parts of the work to commence. According to the provisions of the agreement there are activity and financial reports to be delivered by the licensee and, hopefully, license fees to be paid. Licensees can tend to "forget" these duties, but they require a strong process of control by the licensor.

In this workshop, the role and setup of the controlling unit, which takes over this task, shall be discussed. Different models are possible according to the size of the license portfolio and according to the specific internal organisation.

Facilitator:

Michaël Smets, Finance and Administration Manager, KU Leuven Research and Development, Belgium

Location: **Pieter van Slingelandt**

11:00 - 12:30   **Track 3: News Challenges**

Innovation and Privacy: the GDPR "dimension" in managing research data

In the research valorisation process it is not uncommon to experience the interference of privacy issues. GDPR, which seeks to reconcile the often-competing values of privacy and innovation came into force more than one year ago. We can now start collecting and sharing experiences among the knowledge transfer professionals. This workshop will be an opportunity to dive into the implications of GDPR on research, with reference to informed consent and data transfer.

Facilitator:

Malcolm Bain, Partner, Across Legal, Spain

Location: **Godfried Schalcken**

12:30 - 13:30

Lunch

Use the conference app to arrange your face-to-face meeting. There are tables available in the foyer for your use.

Location: **Foyer**

13:30 - 15:00   **Track 1: Communication**

Impact Case Study Writing

It is increasingly important to convey the impact of our work to the outside world and to our stakeholders. Complicated science must often be translated into compelling stories or soft science communicated to help stakeholders understand the range of impacts created through knowledge transfer activities. Our British colleagues have ample experience in writing concise case studies. This experience has been developed over the years in relation to the Research Exercise Framework (REF).

In this workshop we will look at the techniques in which of our activities can be conveyed in a compelling and relevant manner.

Facilitators:

Amanda Zeffman, Head of Consultancy Services, Cambridge Enterprise Limited, University of Cambridge, UK

Yolande Cordeaux, Knowledge Transfer Facilitator, University of Cambridge, UK

Vibhuti Patel, Head of Bioscience Impact Team, University of Cambridge, UK

Location: **Leidsche Meesters**

13:30 - 15:00   **Track 2: Day-to-Day Practice**

Research Hospitals' Contribution to Knowledge Transfer in Life Sciences

Research hospitals provide training to students in resource-rich, collaborative environments dedicated to scientific discovery. They are also more involved in knowledge transfer, often in collaboration with their partner universities. What practices are best for a successful collaboration between universities and research hospitals? Also, despite the potential for contributing to life-science innovation, hospitals seem to attract less attention from targeted national programmes supporting KT. How are the Member States through their Ministries and KT associations helping research hospitals translate scientific/clinical excellences into new biomedical technologies for societal use? Is knowledge transfer from research hospitals visible in KT assessments? This session will give participants the opportunity to share experience in the strategic area of innovation: "from bench to bed".

Facilitators:

Laura Spinardi, Direzione Scientifica, Technology Transfer Office Manager, Fondazione IRCCS Ca' Granda Ospedale Maggiore Policlinico, Italy

Lucia Coral, Knowledge Transfer Manager, CRO-Aviano, Italy

Location: **Pieter van Slingelandt**

13:30 - 15:00   **Track 3: News Challenges**

Realising the Potential of Research Outputs from Collaborative Projects

An ever-increasing number of research projects call for expertise from several parties to deliver the desired result. These collaborative projects are favoured by many funders, such as the European Union, and have the potential to combine a diverse range of skills from both academic and commercial contributors to deliver highly translatable results. Although promising, often the full potential of collaborative projects is not ever realised, with potentially impactful outputs remaining undeveloped and a myriad of reasons contributing to this failure. This workshop will explore the many advantages and challenges of collaborative projects and discuss the solutions to this promising way of working.

Facilitator:

Anji Miller, Senior Business Manager, Technology Transfer, LifeArc, UK

Location: **Godfried Schalcken**

15:00 - 15:30

Coffee Break

Use the conference app to arrange your face-to-face meeting. There are tables available in the foyer for your use.

Location: **Foyer**

15:30 - 17:00   **Track 1: Communication**

Publishing TT Experiences

How does one go about publishing technology transfer thoughts and experiences in peer reviewed journals? Articles about our profession are often published but most often by researchers without hands-on experience. While these articles are often very interesting, we rarely see articles published by KT colleagues. This workshop will look at the best way to address this, and what should be considered when sharing thoughts, experiences and challenges in relevant journals.

Facilitators:

Christian Stein, General Manager, Ascenion GmbH, Germany

Tom Hockaday, Independent Consultant, Technology Transfer Innovation, UK

Location: **Leidsche Meesters**

15:30 - 17:00   **Track 2: Day-to-Day Practice**

Relationships with Venture Capitalists

During license negotiations with spin-offs, the wishes of the VCs are often clearly expressed, and their views relayed by inexperienced company founders to the TT offices; sometimes accompanied with the threat that the deal will be cancelled if you do not respond appropriately.

While the TT office wants a deal, there are boundaries which cannot be crossed. This workshop shall examine this predicament with the Facilitator who has had experience on both sides of the negotiating table.

Facilitator:

Steven Tan, Nascent Ventures, the Netherlands

Location: **Pieter van Slingelandt**

13:30 - 15:00   **Track 3: News Challenges**

Blockchain and IP

In recent years novel technologies have emerged that are difficult to put into traditional patenting. Patent offices have until now been struggling to develop a clear practice. Nevertheless TT offices have to deal with them.

In this workshop, the possibilities and opportunities for patenting Blockchain and IP technology will be discussed and exercised.

Facilitator:

Claudia Schwarz, Patentanwälte Schwarz & Baldus, Germany
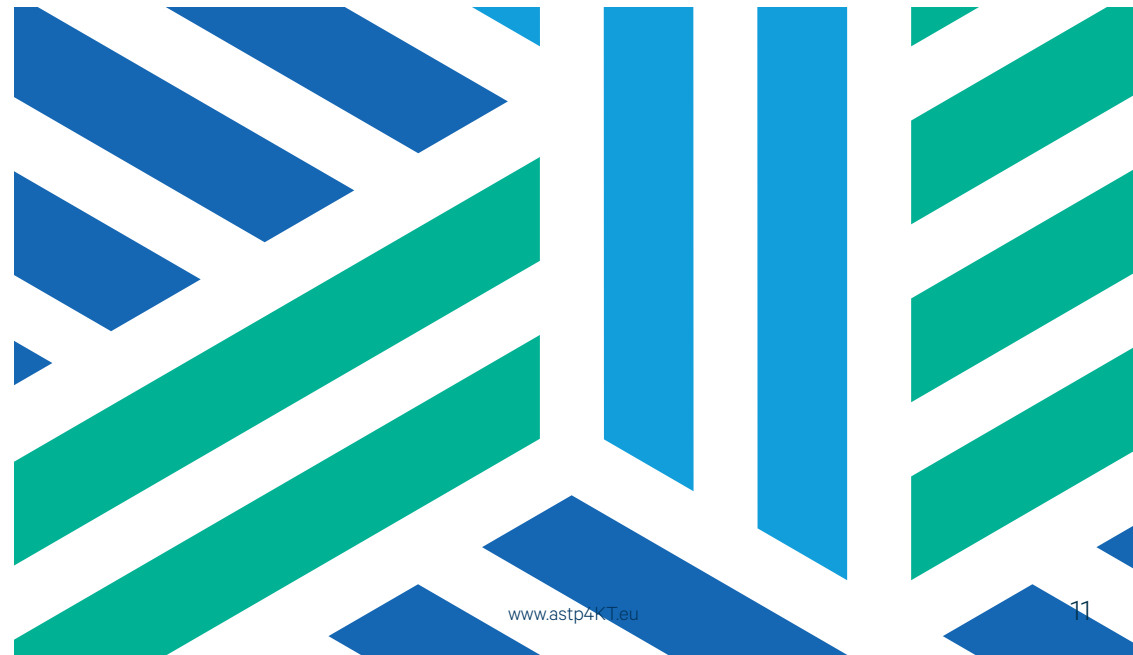
Location: **Godfired Schalcken**

19:00 - 22:00

Fall Meeting Dinner

All the participants and speakers will come together for the Fall Meeting dinner at

Location: **Koetshuis De Burcht**

9:00 - 10:30 **Plenary Session**

Open Innovation Eco-systems

This plenary session will focus on the role of the university or research institute and its KTO / TTO within the local eco-system. By using different best practices from universities, and their strategic partners, we will discuss the rationale behind these relationships: what it takes to get there; the do's and don'ts when it comes to building and maintaining a role in the regional Open Innovation eco-system.

Within the session, we shall discuss and examine building strategic collaborations, co-creation and open innovation partnerships, strategic consortia, physical and virtual campuses; setting up, financing and exploiting shared facilities.

Speakers:

Wim Bens, CEO Maastricht University Holding, the Netherlands

Paul Van Dun, General Manager KU Leuven Research & Development, the Netherlands

Sebastiaan Berendse, KTO Director, Wageningen University & Research, the Netherlands

Location: **Leidsche Meesters**

10:30 - 11:00
Coffee Break

Use the conference app to arrange your face-to-face meeting. There are tables available in the foyer for your use.

Location: **Foyer**

11:00 - 12:30 **Track 1: Communication**

PhD KT and Entrepreneurship Awareness Package

In the past, knowledge transfer activities have been mainly targeted to senior scientist. Higher education institutions have changed and now produce more PhDs and postdocs. It is known that later in their careers, about 80% of postdocs take up roles in industry, entrepreneurship and the public and third sectors. It is essential therefore, from them to optimise their career potential for industry and other sectors by being prepared with both scientific and business skills. In addition, if PhD students are already engaged in KT activities, the universities' outreach benefits society and the economy enormously.

This workshop will discuss existing best practices and develop KT and entrepreneurship awareness packages for the next generation of scientists.

Facilitators:

Elizabeth Adams, Researcher Development Manager, University of Glasgow, UK

Alexander Knapp, University of Innsbruck, Austria.

Location: **Leidsche Meesters**

11:00 - 12:30 **Track 2: Day-to-Day Practice**

Marketing Technologies

We need to communicate in a compelling way to find potential licensees. How can we best identify target companies and individuals to engage within these companies? How do we get their attention and stimulate their interest? How do we persuade them to licence our technologies? How can we use LinkedIn, Twitter and other social media channels to have the impact we want? Participants are encouraged to bring along a technology summary, to practice writing press releases, LinkedIn and Twitter posts to receive feedback. We shall also share best practices in using market intelligence to find better targets and develop more compelling content.

Facilitator:

Tom Flanagan, Director Enterprise and Commercialisation UCD Research and Innovation, Ireland

Location: **Pieter van Slingelandt**

11:00 - 12:30   **Track 3: New Challenges**

Commercialising SSHA Research

Our three buzz words are Licensing, Creativity and Start-ups. Prepare for three presentations followed by discussion corners that dive into "Commercialising SSHA Research".

What if licensing was as easy as shopping online? Just the swipe of a Mastercard away? We have all experienced how negotiations can consume all our time and energy; what about exploring new ground rules when communicating innovation? How can we embrace marketing in new ways? We will explore these questions by looking into the possibilities offered by a licensing platform.

Product, process and service. How do you create a SSHA product to sell? What happens if, or when, intellectual property is commercially weak or when there is no patent to file? The Knowledge Transfer Officer will need to look beyond academia to find business models to suit a project; consequently, the role requires the KTO professional to be interested in business. A framework will be introduced which will lead to the core question: How does the need to be creative change the KTO's role?

Start-ups are the salt in the soup of knowledge transfer. Many university spinouts come from STEM fields but SSHA start-up activities are growing. So, what can a university KTO do to nurture commercially oriented start-ups from SSHA disciplines?

Facilitator:

Christoph Köller, Görgen & Köller GmbH, Germany

Speakers:

Marc Sedam, Associate Vice Provost for Innovation and New Ventures, Managing Director UNHInnovation, University of New Hampshire, USA

Robert Maijer, Start-up Coach, Ace Incubator, the Netherlands

Mark Mann, Senior Licensing and Ventures Manager, Oxford University Innovation, UK

Location: **Godfried Schalcken**

12:30 - 13:30

Lunch
Use the conference app to arrange your face-to-face meeting. There are tables available in the foyer for your use.

Location: **Foyer**

13:00 - 15:00   **Final Plenary**

Who are We? The Meaning of KT Life

Who are we? What is our role? Do we have several roles? Is a KTO merely a service to the research community? Is the KTO the guardian of university IP? or is it both? Who is our main university stakeholder? Is it the university management, deans, heads of departments, researchers? Is it all of them? Are our real customers external companies? No wonder that we often feel schizophrenic.

If we are not clear who we are or why we are here; then how can we actually do the job that we are here to do? Confused? You won't be after this episode of "Who are We? The Meaning of KT Life".

Panel:

Alison Campbell, Director, KTI Knowledge Transfer Ireland, Ireland

Henric Rhedin, Project Manager, University of Gothenburg, Sweden

Moderator:

Sean Fielding, Director of Innovation, Impact & Business, University of Exeter, UK

Location: **Leidsche Meesters**

15:00 - 15:30

Closing Drink
Relax and say your final goodbyes before heading home. We shall meet for closing drinks in the exhibition area.

Location: **Foyer**

2020 ANNUAL CONFERENCE

Lisbon, Portugal | 27 - 29 May

Key Trends in KT