



TII SUMMER SCHOOL



**5-Day Skills Development Course
for the Technology Transfer and
Innovation Support Professionals**

**5-9 September 2011
Instituto Pedro Nunes
Coimbra, Portugal**

Organised by
TII – Technology Innovation International
Europe's leading association of technology transfer and
innovation support professionals

In collaboration with **Instituto Pedro Nunes**





PROGRAMME

DAY 1 – MONDAY 5 SEPTEMBER 2011, 9.30 – 16.30

Creativity and Innovation: An Introduction to Creative Problem-Solving Techniques (CPS)

OBJECTIVE AND BACKGROUND

All innovations begin as creative solutions, but not all creative solutions become innovations. Creative problem-solving techniques are widely recognised as an essential first stage in helping a company to gain acceptance of the opportunities offered by a new technology, innovation or business proposition. Without consensus among all the players involved on the need for and suitability of the new technology/innovation or business opportunity, the technology transfer or innovative solution may never be successfully or fully implemented.

This one-day workshop aims to give participants an insight into some of the different CPS techniques that can be used to deliver value-added solutions to clients of technology transfer or innovation-support organisations.

CONTENT

- Introduction to classical CPS approaches
- The creative person
- Acceptance finding as a major element
- Current use of CPS

Participants will be invited to participate in creativity exercises and group work.

TRAINER

The workshop is run by **Han van der Meer**, one of the Netherlands' foremost creativity experts and a disciple of the CPS school developed in the USA by the Buffalo University New York. He is director of a successful innovation consultancy, Van der Meer & van Tilburg, which he founded over 25 years ago with a student associate, and has as many years experience conducting CPS sessions with industrial clients throughout the country. In 2007, Han was appointed professor of knowledge-intensive entrepreneurship at the Saxion University in the Netherlands.

DAY 2 – TUESDAY 6 SEPTEMBER 2011, 9.30 – 16.30

Coaching SMEs for Collaborative Business Innovation Projects

OBJECTIVE AND BACKGROUND

Nowadays the need for business innovation is a key challenge for SMEs. Being adaptive to opportunities in the short-term, as well as developing knowledge and competence resources in the long-term are major assets. Strategic partnering lies at the very heart of this challenge – a task that few SMEs are sufficiently equipped to master alone. smE-MPOWER (resulting from a former EU-funded project) provides a solution to realistically empower SMEs in the long-term to develop successful innovation ventures. It provides a conceptual framework designed for coaches to guide SMEs through a structured process, starting from the business innovation idea to strategic collaboration and finally to commercialisation. The smE-MPOWER toolkit, consisting of concepts, guidelines and simple decision support tools, enables the coach to assist the SME at each step of the process. The vision is to see SMEs take control of their own business innovation agenda rather than enter into yet another science-driven project which all too often ends in disappointing results for them.





CONTENT

- Discussing the challenge of supporting business innovation – based on the participants' contexts and own coaching cases
- How to support the definition of business innovation priorities?
- How to support the development of strategic business partnerships and collaborative consortia?
- How to design complex projects while taking care of Intellectual Property Rights, risks, budget and project organisation?
- Learning on the job: an on-going skills development scheme for “cooperation coaches”

The workshop consists of short presentations, alternating with case-based exercises in small groups using core smE-MPOWER tools. Participants will receive a USB stick with the discussed support tools.



TRAINER

Andreas Wolf has a background in humanities and works closely with the Fraunhofer IFF in Magdeburg, Germany. He is active in international research management focused on regional innovation strategies and has developed and coordinated several EU-funded projects for research organisations and consultancies. He has specialised in coaching for organisational and personnel development, is a certified project manager (IPMA) and is skilled in group facilitation and management training. His special interest is in leadership of adaptive networks which he applies as a network coordinator of the smE-MPOWER community, a learning community of SME cooperation coaches (www.sme-mpower.eu). Andreas is also head of the international cooperation business unit of the specialised consultancy A&P solutions GmbH (www.ap-solutions.eu).



DAY 3 – WEDNESDAY 7 SEPTEMBER 2011, 9.30 - 16.30

Interactive Ideation for Problem-Solving and Business Development

OBJECTIVE AND BACKGROUND

In times of accelerating change, products, services, processes and business models are constantly being modified or re-invented. Long-standing paradigms are crumbling, and creative entrepreneurs are looking for survival strategies, new opportunities and new ways to boost profits or cut costs. The search for new ideas and concepts has become a priority, and there is not much time to lose: dreamy, far-fetched brainstorming sessions are no longer welcome at this time, and agile organizations must call on the creative minds of all those working in and around the firm and even in the entire value chain. Ideation workshops can be a good start for new business development, if we can involve all available resources in a result-oriented way.

The objective of this workshop is to learn by doing: participants will be introduced by way of a game to some tools and techniques, and will take home a ‘memory jogger’ with inspiration to run ideation workshops in their own environment.

CONTENT

- Solving problems: ‘closed’ and ‘open’ problems
- Some insights into the world of ‘Substances, Fields and Functionalities’
- Practical exercises in small teams finding new ideas and concepts for sample problems from daily life (using the ANTRI3^(TM) board game)
- Discovery and use of accessible ‘Resources’ nearby
- Using well-known Trends and Inventive Principles
- Practice of presenting an idea or a concept





- Ways of evaluating preliminary ideas and concepts

The workshop consists of a mixture of creative thinking, board gaming, fun, short presentations and knowledge sharing.

TRAINER

Over the years **Guido Giebens** has worked successively in industry, as a TQM consultant and a university knowledge transfer and incubator manager. Guido is currently running his own consultant company ANTRIM, embedded in a virtual framework (www.viisiteam.com). His main area of interest is advising clients on innovative problem solving and process improvement. He is also a part-time lecturer at the Design Sciences Department of the Artesis University College in Antwerp. During his career he has worked with people from many countries and backgrounds and has built up experience of dealing with the challenges of new product development in different industries.



DAY 4 – THURSDAY 8 SEPTEMBER 2011, 9.30 – 16.30

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 know little of the science/technology they wish to sell/transfer nor of the industries which work with it. 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. create the good “business case”.

Participants will learn how to create a business case for a technology opportunity and gain insights into 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 use JBEngine and other tools to get the answers. The course will be based on exercises and discussions centered around 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

Participants are invited to bring their laptops in order to experiment in real time with the web-based search tools. The classroom is equipped with wireless internet access.

TRAINER

The workshop is facilitated 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 as well as with transferring university IP to industry. He has developed his “Where’s The Beef?” methodology and created a new workshop concept together with Jacob Bar, the developer of the JBEngine (beefCAMPus.com).



Negotiation Skills and the Art of Reaching Agreement

OBJECTIVE AND BACKGROUND

This workshop will focus on negotiation as a creative process during which new possibilities and new perspectives are created. Different negotiating types and styles will be discovered and compared, thus compiling for participants a complete negotiator's toolbox. It will highlight a communicative approach to the negotiation process as an important skill for innovation support and technology transfer professionals who have to seek consensus among people from different backgrounds, with often differing points of view and diverging interests.

The assembled skills will be put into practice through the negotiation of a license agreement (The Licensing Game). The purpose of this exercise is not just to gain an insight into the content of a licensing agreement, but also to learn how to negotiate terms and handle different personalities and negotiating styles. Participants will be introduced to 12 different techniques or tricks (the Dirty Dozen), and will learn how to create the best conditions for negotiating as an art to reach agreement.

CONTENT

- How to distinguish between negotiating and trading
- Become acquainted with different negotiating typologies and styles
- How to understand others' interests to obtain a win-win outcome
- How to use negotiation as a creative process for innovative solutions
- To be a good negotiator you have to be a good innovator
- Case study "The Licensing Game"
- The Dirty Dozen – 12 "dirty tricks" which you can use or be exposed to in negotiation
- How to carry out the ideal negotiation

The workshop presents a mixture of theory and practical case work, in a dynamic and animated atmosphere. Participants will receive a copy of the trainer's book "Creative Negotiation Technique".

TRAINER

Henning Sejer Jakobsen of the Danish Technological Institute in Aarhus, holds a Masters in industrial engineering and a degree in engineering and business administration (EBA) with a specialisation in innovation. Over the past 15 years he has worked with inventors and entrepreneurs helping them to commercialise their inventions and business ideas. Henning also works closely with scientists and a number of major Danish and European companies which are in the process of initiating and implementing radical innovations. Besides teaching innovation, creativity, negotiation and change management at the Business School in Aarhus, at Aalborg University and at the Danish Technological Institute, Henning works as a consultant and facilitator. He is the author of a number of books, including "The Business Plan for the technological pioneer company" (Danish 2001), "Creative Negotiation Technique" (Danish 2002, English 2004, Lithuanian 2006), "Idea Development with Creative Innovation" (Danish 2003, Lithuanian 2008) and "Negotiation – the art of reaching agreement" (English 2009).





PRACTICAL DETAILS

INTRODUCTION

The summer school is TII's major activity in the field of training and is held each year in the first half 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 an international team of trainers, who have amassed many years of experience in their specialised field, and, in doing so, have gained an undisputed reputation among peers. Each of the five stand-alone sessions incorporates a mix of theory, practical exercises and case studies, taught in a relaxed, informal, multi-cultural training environment.



TII IN BRIEF

TII is the longest-standing and broadest-based independent association representing the technology transfer and innovation-support professions in Europe. It has some 200 members in 40 countries who 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, as well as innovation policy advice and development. The association provides its members with services in four main areas: professional development and training, information and networking, good practice exchange and project/business development. More information may be found on the TII website at www.tii.org



WHO SHOULD ATTEND?

The summer school has been developed with the continuous professional development needs of TT and innovation support intermediaries in mind. The training is suitable both for 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 sessions. 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
- EEN hosting organisations
- 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, science parks and innovation centres
- 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 2011 summer school will be held from Monday 5 September, starting at 9.30, through to Friday 9 September, ending at 16.30. It is hosted by TII member Instituto Pedro Nunes.

TRAVEL

Participants have the choice of flying to either Lisbon or Porto international airport, although Coimbra is closer to Porto (120 km to the south). Onward travel can be made by train (more details and timetables on TII website).





ACCOMMODATION

The organisers are offering a choice of two hotels: the Vila Galé, situated in the historical centre of Coimbra and the Quinta das Lagrimas, located in its own grounds, on the opposite side of the River Mondego. A single room with breakfast costs €68 and a twin room €80 at the Vila Galé, while a single room with a garden view costs €99 and a garden double costs €109 (breakfast included) at the Quinta das Lagrimas. Transportation will be provided between the hotels and the summer school venue.



SOCIAL ACTIVITIES

The organisers will offer a guided visit of the historical centre of Coimbra after class at the beginning of the week, as well as an excursion to a local cultural/tourist attraction (followed by dinner) in the middle of the week.



COST

The fee for the full course is €990 for TII members. Non-members are charged €1 390. A special price of €750 is offered to TII members based in Central and Eastern Europe. Non-members in a CEEC country are charged €990. 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 €330 per day. Non-members are charged €460 per day. CEEC participants pay €250 per day if they are a member of TII and €330 if they are non-members.

REGISTRATION

Registrations for the course should be made exclusively via the web link at www.tii.org

You may register for the complete course or the day(s) of your choice. Please also mark your arrival and departure date and your choice of hotel/type of room so that we can book hotel accommodation for you. Following receipt of your registration, TII will confirm all the necessary arrangements and send you an invoice corresponding to the course option/accommodation that you choose.



CANCELLATION POLICY

A cancellation fee of €100 will be charged if written cancellation is received more than 15 days before the start of the course. 50% of the fees will be charged if cancellation is received less than 15 days before the start of the course. Substitutions may be made at any time.

