

Essentials of Business Development

This introductory level course is targeted at staff working in a business development role in higher education (HE) and public sector organisations, particularly those with responsibility for developing commercial opportunities and research interactions. The course will be of most benefit to those who are new to their roles, either recently appointed or within two years in post.

Although this course has been designed for HE and uses mainly HE examples, staff in business development roles in other organisations, e.g. public sector research organisations and clinical health organisations, will find many aspects in common.

COURSE CONTENT

This hands-on course helps delegates to gain personal skills needed to succeed as effective 'translators' and 'promoters' of research partnerships, technology solutions or business services. Case-study examples will be drawn from across the sciences, arts and social sciences, and delegates will work on examples of opportunities and problems from their own workplaces.

COURSE OUTCOMES

Delegates will be able to put into practice seven habits of successful public sector business development professionals:

- Understand the history, mission and objectives of business development and be able to apply these to their own role
- Consider the needs of customers (internal and external) and be able to fit solutions, products and services to their needs
- Understand the full armoury at their disposal including databases, client relationship management (CRM), marketing and social media and maximising the contribution of other 'team members' in their organisation
- Get out of the office to develop a wide and varied network of contacts, building strong partnerships with industry and other user organisations and understand some of the tips needed to succeed
- Proactively add value to the expertise of their organisation's knowledge base, i.e. academics, clinicians, researchers, other professional service providers
- Engage and influence internal and external stakeholders
- Define the elements of an efficient deal or agreement, working closely with other specialists

Trainers are leading practitioners in the field and bring to the course their own in-depth experiences of the challenges faced.

To book your place on the next course, please visit www.praxisunico.org.uk or email info@praxisunico.org.uk.

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