

WELCOME TO DEVELOPING STRATEGIC PARTNERSHIPS

From our combined experiences of working both within and outside the university environment, we know how beneficial – but also how challenging – it can be to establish and develop long-term relationships between organisations.

Strategic partnerships between organisations can deliver mutual benefit, enable new outcomes and create considerable benefit for society. There is increasing expectation that Universities and research institutes should be skilled at setting up and developing these broad, long term and often transformational relationships.

In this course, we will guide you through the different steps and skills involved in identifying potential strategic partners, building the relationship, understanding each other's needs, creating relevant governance and management structures, and avoiding the pitfalls.

We've gathered together some world-class contributors and practitioners from technology transfer, HE business development, academia and industry, to share their wealth of experience, knowledge and ideas with you. There will be a rich mix of interactive presentations, interviews, hands-on exercises, discussions and more...

These two days are going to be fast-paced and interactive. You'll also have the chance to put your questions to a panel of industry experts drawn from a range of technical fields. There will also be plenty of opportunity to network with like-minded professionals in similar roles to your own.

At the end of the course, our intention is that you will feel better equipped to develop durable and fruitful strategic partnerships.

We very much looking forward to meeting and working with you.



PHIL ELSTOB
CRUK and NEWCASTLE
UNIVERSITY
COURSE DIRECTOR



PAUL MACLENNAN
ANDERSON LAW LLP
CO- COURSE DIRECTOR

PROGRAMME

TUESDAY 14 November 2017: Burleigh Court, Loughborough

1830-2030 Registration, drinks reception and buffet dinner

WEDNESDAY 15 November 2017: Brunel/Murdock Room, Holywell Park

0900-0920 Course introduction - *Phil Elstob, CRUK and Newcastle University*

0920-1010 **What is a strategic partner anyway?** - *Jeff Skinner RTTP, London Business School*

Explore the origins, different formats and the role of the KEC professional in setting up a strategic partnership.

1010-1040 **Networking and refreshment break (and questions for the KEC professionals)**

1040-1140 **Looking forward – case study exercise** - *Jeff Skinner RTTP, London Business School*

Introducing the elements that drive the establishment and maintenance of a strategic partnership.

1140-1230 **Building alliances** - *Jennifer Thompson, Teesside University*

Identifying and approaching a potential new strategic partner and what does success look like.

1230-1330 **Lunch (and Question Time questions)**

1330-1415 **Ask the KEC professional** - *Jeff Skinner RTTP, Phil Elstob, and Jennifer Thompson*

Chair: Paul Maclennan, Anderson Law LLP

An opportunity to ask a panel of KEC professionals about their role in setting up a strategic partnership, who else was involved, where to find funding, etc....

1415-1550 **Putting a value on it – exercise** - *Sean Fielding RTTP, University of Exeter*

SPs are much more complex than one to one research relationships and need different levels of support. We look at the different ways that a relationship can bring value to the University and to the partner and how that drives how much effort you should put into it.

1550-1615 Networking and refreshment break

1615-1745 'Question Time' with a panel of strategic partners - *Anthony Baxendale, Manager, Future Transport Technologies & Research, HORIBA MIRA, Samantha Chadwick, Head of Partnerships, BBC, Dan Heard, Business Development Director, Capita, Andy Takle, Executive Director and Head, Neurology Innovation Centre, Eisai*
Chair: *Sean Fielding RTTP*

Ask about the value our partners place on these alliances; understand their drivers and the processes they go through, what works and what doesn't.

1930-2130 Networking event including dinner and drinks at Burleigh Court

THURSDAY 16 November 2017: Brunel/Murdock Room, Holywell Park

0830-0915 An academic's view - *Phil Elstob, and Maryam Atakhorrani, UCL Enterprise*

What value do academics place on a strategic partnership, and what role do they play both internally and externally to deliver a successful partnership?

0915-0945 Making the strategic case for arts and culture partnerships - *Roddy Hunter, University of Cumbria*

Building strategic partnerships across higher education and the cultural sector, and gauging the potential value of arts and culture to industry and innovation more broadly.

0945-1015 Networking and refreshment break

1015-1100 Monitoring and managing your partnership - *Rebeca Santamaria-Fernandez, Imperial College London*

Importance of communication, organisation structure and governance in long term alliance management.

1100-1300 Developing a business case – exercise – *Phil Elstob, Paul MacLennan, and Maryam Atakhorrani*

Choose your partnership and, working with your alliance partner, apply learning from the course together with creativity and vision to develop a business case.

1300-1330 Top tips and closing summary - *Phil Elstob and Paul MacLennan*
(Take away lunch provided)



There are 10 RTTP points for this course.