

## COMMERCIALISING CONSULTANCY 1 – CREATING AND MANAGING AN ORGANISATION'S CONSULTANCY SERVICE

Consultancy is a key tool for Knowledge Exchange & Commercialisation practitioners – it can be a very useful first step in building a relationship between a University and a business and can lead to research, a KTP, student placement as well as generating income. It is important for raising the profile of your institution and can deliver impact.

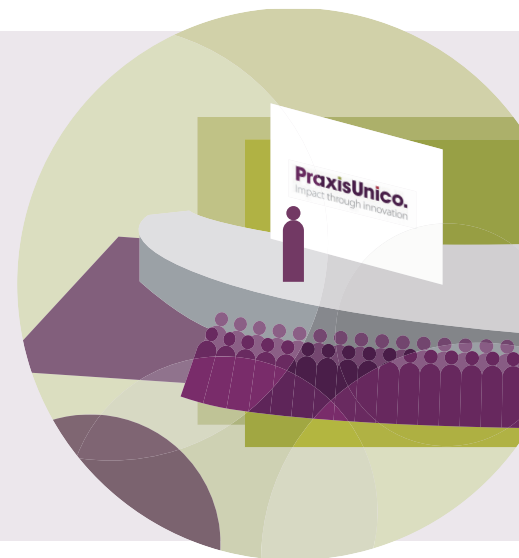
**Summary:** This course will help you understand how to successfully place academics as consultants and build a relationship between a research institution and a business. It covers practical aspects such as pricing, contract negotiation, and income distribution, as well as strategic aspects including internal and external marketing, and how to generate income and impact.

**Suitable for:** The course is for people seeking to improve their knowledge and understanding of the specific issues around consultancy, and are either currently involved in, or moving into, a role involving the management of consultancy in a public sector research organisation such as a university.

### LEARNING OBJECTIVES:

Trainers on this course use innovative, interactive techniques to immerse delegates in a valuable and enjoyable learning experience. On completing the course, delegates will be able to:

- Understand the consultancy process, and how to manage it
- Find and get the most out of consultancy opportunities
- Use consultancy to generate impact
- Interpret consultancy contracts
- Identify the risks and the ways to mitigate them
- Understand the different models of consultancy delivery



**Follow-on courses:** Commercialising Consultancy 2: How to Grow Your Organisation's Activity

To book your place on the next course, please visit [www.praxisunico.org.uk](http://www.praxisunico.org.uk) or email [info@praxisunico.org.uk](mailto:info@praxisunico.org.uk)

// *Thoroughly enjoyable – would highly recommend to colleagues.* — Murray Parkin

**Course Director:** Sue Johnson

*Sue Johnson, has over 10 years KEC experience, she is currently working at UEA as the Consultancy Manager. She is also working with the LEP to deliver an Innovation Voucher Scheme, offering match funding to SME's wishing to access university expertise.*



#### REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS:

All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your application to become a Registered Technology Transfer Professional (RTTP). For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at [www.attp.info](http://www.attp.info).

