

WELCOME TO ESSENTIALS OF BUSINESS DEVELOPMENT

Welcome to the course, this will be an intensive three days but it will be fun and stimulating.

We hope you will learn some useful tips, meet some interesting people and leave with a better sense of what it takes to be a successful business development professional.

This hands-on course aims to help delegates to gain some insight into the challenges of engaging with business and to understand some of the personal skills that university-business collaboration professionals need to demonstrate to become effective 'translators' and 'promoters' of research partnerships, technology solutions or business services.

We hope you will also gain some personal skills which you'll be able to use in everyday life, and look forward to meeting and working with you in Loughborough.



SEAN FIELDING RTTP
UNIVERSITY OF EXETER
COURSE DIRECTOR



SARAH STABLES
SARAH STABLES CONSULTING
CO-COURSE DIRECTOR

PROGRAMME

TUESDAY 29 January 2019: Burleigh Court, Loughborough

1830-2030 Registration, drinks reception and buffet dinner

WEDNESDAY 30 January 2019: Convention Room, Burleigh Court

0845-0915 Course introduction – *Sean Fielding RTTP*

0915-0945 Who are you? The role of the business developer in a university context
– *Sean Fielding RTTP and Sarah Stables*

0945-1015 The University/Business collaboration challenge – *Sarah Stables*

1015-1045 Who are you? (Feedback) – *Sean Fielding RTTP and Sarah Stables*

1045-1115 Refreshment break and networking

1115-1230 What do your customers want and why? – *Sean Fielding RTTP*

1230-1315 The Rules of Networking – A Practical – *Sean Fielding RTTP and Sarah Stables*

1315-1415 Lunch

1415-1545 Developing the business opportunity – *Jeff Skinner RTTP, London Business School*

1545-1615 Refreshment break and networking

1615-1745 Generating a Business Development Campaign (exercise) – *Sean Fielding RTTP*

1745-1815 Sharing war stories – *delegates*

1930-2130 Networking event including dinner and drinks at Burleigh Court
(with delegates from the Developing Strategic Partnerships course)

PROGRAMME
THURSDAY 31 January 2019: Convention Room, Burleigh Court

- 0830-1000** **How to get the best from your networks** – *Sean Fielding RTTP*
- 1000-1030** **Refreshment break and networking**
- 1030-1115** **Accessing external resources** – *Emma Fadlon, Innovate UK*
- 1115-1245** **Digital marketing and positioning your service/product** – *Alastair Banks, Optix Solutions*
- 1245-1345** **Lunch**
- 1345-1530** **How do you hold productive conversations that develop new opportunities?** – *Sean Fielding RTTP & Jeff Skinner RTTP, London Business School*
- 1530-1600** **Refreshment break and networking**
- 1600-1800** **Collective problem solving** – *delegates*

FRIDAY 1 February 2019: Convention Room, Burleigh Court

- 0830-1030** **Keeping the deal on track - managing the relationship** – *Sean Fielding RTTP*
- 1030-1100** **Refreshment break and networking**
- 1100-1200** **Relationship management** – *Sarah Stables*
- 1200-1300** **Final preparation for Strategy Problems Feedback** (includes working lunch) – *delegates*
- 1300-1445** **Feedback presentations to the Expert Panel on how delegates have resolved their strategy problems**
- 1445-1515** **What I've learned and what I'll do next** – *Sean Fielding RTTP*
- 1515-1530** **Summary and close**



There are 20 RTTP points for this course