

## 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 with multiple touchpoints – encompassing research collaboration, knowledge transfer, teaching, training, graduate employment and other interactions - 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.



Rebeca Santamaria Fernandez RTTP  
**Imperial College London**

COURSE DIRECTOR



Phil Elstob  
**Cambridge Enterprise Ltd**

COURSE DIRECTOR

## PROVISIONAL PROGRAMME

WEDNESDAY 26 February 2020 Burleigh Court, Loughborough

1830-2030 Registration, drinks reception and buffet dinner

THURSDAY 27 February 2020 Avon Room, Burleigh Court

0900-0930 Course Introduction

*Phil Elstob, Co-Course Director*

0930-1030 What is a strategic partner anyway?

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

*Jeff Skinner RTTP, London Business School*

1030-1100 Refreshment break and networking

1100-1300 Strategic Partnership Case Studies and Panel Discussion

Using three case studies to explore everything from the initial strategic drivers for establishing a partnership through to what success looks like. Along the way we will consider identifying the right partner, developing and maintaining the relationship and some of the challenges encountered.

*Nicky Cunningham (University of Exeter), Andrew Stevenson (University of Lincoln) and Nikki Lees (Manchester Metropolitan University); chaired by Phil Elstob*

1300-1400 Lunch

1400-1500 Putting a value on it

Strategic partnerships 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.

*Rebeca Santamaria-Fernandez and Phil Elstob*

1500-1530 Refreshment break and networking

1530-1630 Managing and monitoring partnerships

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

*Rebeca Santamaria-Fernandez*

1630-1715 Contracts for strategic partnerships

Different approaches to contracts, and their role in an ongoing partnership.

*Andrew Stevenson, Philip Lecane, Rebeca Santamaria-Fernandez and Phil Elstob*

1900-2100 Networking event including dinner and drinks at Burleigh Court

FRIDAY 28 February 2020

Avon Room, Burleigh Court

0830-0915 **An academic's view**

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

*Phil Elstob*

0915-1030 **'Question Time' with a panel of strategic industry partners**

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.

*Anthony Baxendale (Horiba Mira), Catherine Price (Shell) and Andy Walsh (GSK); chaired by Phil Elstob*

1030-1100 **Refreshment break and networking**

1100-1330 **Developing a business case – exercise (includes working lunch)**

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

*Phil Elstob*

1330-1430 **Putting it all into practice**

In this final but important session we will draw together the key messages from the course and you will each develop a bespoke plan to facilitate learning transfer in the context of your specific role and objectives.

*Rebeca Santamaria-Fernandez*

1430 **Close**



There are 10 RTTP points for this course