

## 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.



**PHIL ELSTOB**  
CAMBRIDGE ENTERPRISE  
COURSE DIRECTOR



**REBECA SANTAMARIA-FERNANDEZ**  
IMPERIAL COLLEGE LONDON  
CO-COURSE DIRECTOR

## PROGRAMME

### TUESDAY 29 JANUARY 2019: Restaurant, Burleigh Court, Loughborough

**1830-2030** Registration, drinks reception and buffet dinner

### WEDNESDAY 30 JANUARY 2019: Avon Room, Burleigh Court

**0900-0920** Course introduction - *Phil Elstob, Cambridge Enterprise*

**0920-1000** **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.

**1000-1030** Working refreshment break

**1030-1130** **Looking forward – case study exercise** - *Jeff Skinner RTTP, London Business School*  
Introducing the elements that drive the establishment and maintenance of a strategic partnership.

**1130-1230** **Building alliances – Dr Jennifer Thompson**  
Identifying and approaching a potential new strategic partner and what does success look like.

**1230-1330** Lunch (and questions for the industry panel)

**1330-1415** **Ask the KEC professional** - *Phil Elstob, Rebeca Santamaria-Fernandez and Dr Jennifer Thompson. Chair: Sue Sundstrom RTTP, University of Bristol*  
An opportunity to ask 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*  
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.

**1550-1620** Networking and refreshment break

**1620-1740** **'Question Time' with a panel of strategic industry partners – Anthony Baxendale (Horiba Mira), Nadia Danhash (Royal College of Art) and Keith Smith (GSK). Chair: Phil Elstob**  
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 in the restaurant in Burleigh Court**  
(With delegates from the Business Development course)

## PROGRAMME

### THURSDAY 31 JANUARY 2019: Avon Room, Burleigh Court

- 0900-0945**    **An academic's view** - *Phil Elstob, Cambridge 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?
- 0945-1030**    **Monitoring and managing your partnership** - *Rebeca Santamaria-Fernandez, Imperial College London*  
Importance of communication, organisation structure and governance in long term alliance management.
- 1030-1100**    **Networking and refreshment break**
- 1100-1130**    **Contracts for strategic partnerships** - *Phil Elstob and Rebeca Santamaria-Fernandez*  
Different approaches to contracts, and their role in an ongoing partnership
- 1130-1400**    **Developing a business case – exercise (includes working lunch)** - *Phil Elstob and Rebeca Santamaria-Fernandez*  
Choose your partnership and, working with your alliance partner, apply learning from the course together with creativity and vision to develop a business case.
- 1400-1430**    **Top tips and closing summary** - *Phil Elstob and Rebeca Santamaria-Fernandez*



There are 10 RTTP points for this course.