

Speakers



Jane Muir

Director of University of Florida UF Tech Connect Program

Office of Technology Licensing at University of Florida,
Gainesville, FL, USA
Vice-President for Professional Development at Association of
University Technology Transfer Managers (AUTM)



Joseph D. Fondacaro

President Fondacaro & Associates.

Past: Executive Director, Strategic Research Alliances, Research
Professor of Pediatrics, Cincinnati Children's Hospital Medical
Center, Cincinnati, Ohio, USA
He serves on several AUTM committees including the
Technology Transfer Practice Manual Editorial Committee.

International Marketing of New Technologies Technology Transfer AUTM Course

Date: June 17-18, 2010

Organized by: AUTM, Seconda Università Napoli (SUN),
Technapoli, Techitra Srl

Location: Seconda Università di Napoli, Aula "L. Donatelli",
Complesso S. Andrea delle Dame,
Via S. Maria di Costantinopoli, 16 - 80138 - Napoli (Italy)

Course duration: 2 days

Speakers: AUTM licensed instructors

Language: English

Certificate: Certificates of participation will be provided to
attendees (AUTM).

Secretariat: Technapoli,
Via Adriano Olivetti 1, 80078 Pozzuoli (Napoli)
Tel: +39.081.5255182/3 - fax: +39.081.5255184

Registration: Free of charge

Number participants: limited to 35 participants

Target audience: University Technology Transfer Offices,
Mangers of Technology Parks, other Institutions,
Academic Inventors, Researchers, Companies
interested in marketing their new technologies

Scientific Committe: Francesco Rossi (Seconda Università di
Napoli), Joe Fondacaro (AUTM), Massimo Iacobelli (Gentium
SpA), Luigi Iavarone (Technapoli), Mario Sorrentino (Seconda
Università di Napoli)

contacts:

For information regarding logistic, venue, registration:
www.ideam.it/corso - mail: info@ideam.it

For information regarding the program or registration:
Dr. Massimo Iacobelli - mail: miacobelli@gentium.it

Technology Transfer Course

International Marketing of New Technologies

Naples, 17-18 June 2010

Seconda Università di Napoli Aula "L. Donatelli"
Complesso S. Andrea delle Dame
Via S. Maria di Costantinopoli, 16 - 80138 - Napoli (Italy)



Introduction to the Course (AUTM)

Whether you define your profession as technology transfer or knowledge transfer, the level of success you will achieve is in direct proportion to your effectiveness at consistently and effectively communicating with both your internal and external constituents. This workshop will present some key marketing principles for selling technologies discovered at University (research centers, companies' lab). And, in particular, we will focus on identifying and communicating the "Value Proposition". Considerable time will be spent in interactive sessions helping you to learn techniques for creating clear and concise technology descriptions to maximize your ability to license more technology.

AUTM (Association of University Technology Managers)

The Association of University Technology Managers (AUTM) is a global network of more than 3,500 technology transfer professionals who work in academic, research, government, legal and commercial settings. AUTM is dedicated to promoting and supporting technology transfer through education, advocacy, networking and communication. AUTM has initiated a new program for international training which requires AUTM licensed instructors conducting AUTM branded training.

Day 1 - June 17, 2010

9:00-9:30 **Welcome and Introduction**

Francesco Rossi, Rector SUN

9:30-10:00 **What is Marketing of Technologies**

Jane Muir, AUTM

Marketing is all about understanding the customer and how you can satisfy their needs. Many people in universities tend to be focused on their own needs, their research interests, increasing their funding or what disclosures they might have which could be licensed. Marketing concepts put the customer at the center of attention, focusing on what the customer wants to license and how they want to license it. Applying marketing concepts enables you to concentrate on elements essential to developing a successful business relationship which will increase your licensing success.

10:00-10:30 Networking Break

10:30-11:30 **Gathering Marketing Information from the Disclosure and Faculty**

Joe Fondacaro, AUTM

When preparing a marketing strategy for any technology, it is important to gather the right information about that technology. This information is critical to getting a good start on the marketing campaign. This session will discuss what information should be gathered from the written invention disclosure and how to get it. In addition, other valuable information is gathered from the faculty inventor in one-on-one discussions or in joint meetings, should there be more than one inventor. This information will provide you with the necessary material to begin building a strong value proposition and will make marketing the technology a rewarding activity.

11:30-13:00 **The Value Proposition: What is it and how to communicate it**

Jane Muir, AUTM

Scientists are well-equipped to discuss the scientific merits of their discoveries and it is easy for technology transfer professionals to get caught in that same mode when talking to potential licensees. In reality, what potential licensees really want to hear is the "Value Proposition" of the technology. This important session will address how to develop effective technology descriptions incorporating unique feature and benefit statements that convey the value proposition and the importance of titles in technology descriptions. The instructor will also discuss how to differentiate between features and benefits and provide an understanding of how to incorporate both of them into clear concise statements to more effectively communicate with potential licensees. You will gain an appreciation for the tech transfer professional's role in transcending the language barrier between the scientist and the business person and how a single technology can have different value propositions for different potential licensees.

13:00-14:00 Lunch

14:00-15:30 **Communicating the Value Proposition**

Jane Muir, AUTM (con't)

15:30-16:00 Networking Break

16:00-17:00 **Market Research: Techniques that Work**

Joe Fondacaro, AUTM

Market research is the foundation for successful marketing of early-stage technologies. Good market research will help you identify appropriate market opportunities, who to approach and define why they should care about your technology. This session will cover the why's and how's of market research specifically tailored for technology transfer staff.

Day 2 - June 18, 2010

9:00-10:30 **Internal Marketing; Why it's important and Ideas for Doing it**

Jane Muir, AUTM

Being an excellent technology transfer professional is not enough; you also have to let other people know who you are, what you do, and share your successes so they know you are good. This includes helping faculty, administration and external audiences understand the value of technology transfer. Hear about different techniques used by different offices to accomplish this very important job. Discussion will also include using some of the new social media tools such as Facebook and Twitter.

10:30-11:00 Networking Break

11:00-12:30 **Maximizing the Effectiveness of Your Marketing Activities**

Joe Fondacaro, AUTM

In order to successfully market university developed technology, you must have the value proposition in hand and then find effective ways to tell your story. The reality is that most technology transfer offices have far too much to do and not enough time and resources to do it all. Thus, marketing of technology is one task that often times tends to fall to the bottom of the stack. There are internal and external resources that you can leverage to efficiently and effectively increase the success of your technology marketing activities. You will learn about these tools and how to use them to save time and maximize the success of your marketing efforts.

12:30-14:00 Lunch

14:00-15:30 **Case Studies/Challenge Session**

Jane Muir and Joe Fondacaro

This afternoon session belongs to you the attendees. Your case studies will be discussed and critiqued by the instructors and helpful suggestions will be provided by them and the other attendees. This is also your opportunity to pose questions, problems and situations to the group in search of answers, solutions and ideas to empower you to be a successful technology professional. It's a unique opportunity to focus a wealth of experience on the topic of your choice. You won't want to leave!!!

15:30-16:00 Networking Break

16:00-17:00 **Case Studies/Challenge Session (con't)**

Jane Muir and Joe Fondacaro