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University ~ Business Collaboration

Building Successful and Sustainable Relationships

Thursday 7th July 2005

**Inmarsat Conference Centre
London EC1**

A recent report from the Cambridge-MIT Institute (CMI) served as a reminder of the extensive links between higher education and the business community. The report highlighted a range of relationships between higher education and businesses of all sizes, and also noted that there is considerable further potential for joint working, especially on knowledge transfer.

Successful partnerships with the business community can represent important opportunities for universities to develop new revenue streams, and following recent policy developments, including the Lambert review, institutions are increasingly building strategies for "third stream" income generation.

Looking beyond Lambert and the developments of the 10-Year Higher Education Strategy, this conference explores what can be done to build stronger and more beneficial links with business. Effective communication will be vital if such collaborations are to be mutually beneficial (partnerships.) To capitalise on these relationships universities need to learn more about what businesses seek and this conference looks to help identify that market. The conference brings together delegates from universities, business and government, providing an opportunity to develop mutual understanding, share best practice and debate some of the challenges and opportunities ahead.

Speakers Include:

Dr. David Secher

Director of Research Services,
University of Cambridge

Adrian Hill

Head of Business and
Community Policy, HEFCE

Dr. Marie Smith

Director, Intellectual Property,
Department of Health

Fran Hulbert

Director of Skills Policy Group, North West
Regional Development Agency

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For further information and to register online visit:

www.neilstewartassociates.com/jb194

Agenda

subject to change

09:00 Registration and Refreshments

Session One:

09:55 Welcome and Generating Demand for University Research

Dr Jeremy Watson, Director of Technology, BOC

Dr Phil Gamlen, Director, Group Technology, ICI

10:20 Partnerships between Higher Education and the Commercial World

Dr David Secher, Director of Research Services, University of Cambridge

10:40 Regional Economic Performance

Fran Hulbert, Director of Skills Policy Group,
North West Regional Development Agency

11:00 Keynote Address

Government spokesperson to be confirmed

11:20 Questions and Discussion

11:40 Refreshments

agenda continued>>>>

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Session Two - Seminar Discussion Groups

12:10 Delegates should choose to attend one of the following five seminars. Places will be allocated on a first come, first served basis, subject to maximum numbers.

1. **NHS Innovation Hubs, Links with NHS**
Dr Maire Smith, Director, Intellectual Property, Department of Health
2. **Hurdles to be Overcome in Spinning Research out of Universities**
Stuart Exell, Director, KTP, Knowledge Transfer Partnerships, The University of Liverpool
3. **Collaboration Agreements and Competition Law**
Adam Ferguson, Associate, Eversheds
4. **Providing High Quality Research to Business**
Mark Claydon-Smith, Engineering Operations Team, Engineering and Physical Sciences Research Council (EPSRC)

13:10 **Buffet Lunch**

Session Three

14:10 **Funding Business Links**
Adrian Hill, Head of Business and Community Policy, HEFCE

14:30 **Workforce Development Issues for Knowledge Exchange Staff**
Dr Philip Graham, Executive Director, AURIL

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14:50 New Guidance on Intellectual Property
Philip Ternouth, Associate Director of Research and Development, CIHE

15:10 Questions and Discussion

Session Four - Master-Class Sessions

15:30 Delegates should choose to attend one of the following five seminars. Places will be allocated on a first come, first served basis, subject to maximum numbers.

5. University Intellectual Property - Costs, Ownership, Policies, Business Deals
Dr Richard Reeves, Course Director, Research and Development Management Centre, Cranfield University
6. Licensing
Speaker to be confirmed
7. Core Education or Commercialisation: The Risks of Receiving State Funding
John Grayston, Partner, Eversheds
James Webber, Solicitor, Eversheds
8. Attracting Appropriate Funding for Knowledge and Technology Transfer
Speaker to be confirmed
9. Understanding the Language of Business
Richard Edwards, Principal Consultant, Communications Management

16:30 Close of Conference

Conference Producers

Neil Stewart Associates

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London EC1M 5YT

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Purpose of the Conference

The conference will specifically:

- Explore the latest policy developments encouraging a stronger relationship between higher education and the business community
- Debate how to generate demand for research in all sectors
- Examine both the national and international perspective, learning from collaboration already established within and outside of the UK
- Investigate how to measure the impact of knowledge transfer initiatives
- Hear the latest developments from the Knowledge Exchange network
- Debate the developing role of Regional Development Agencies in shaping the HE agenda
- Hear the latest good practice in HEI – business collaboration
- Discuss how to protect, manage and exploit intellectual property
- Learn how to attract commercial funding for research projects

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Sponsorship Opportunities

If you are interested in sponsorship and exhibition opportunities at this conference contact **Yvonne Le Roux** on **020 7324 4334** or e-mail yvonne.leroux@neilstewartassociates.co.uk

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Who should attend?

Vice-Chancellors and Principals
Principals and Directors of Colleges of Higher Education
Directors and Managers of Enterprise and Business Development
Technology Transfer Managers and Directors
Professional Bodies
Senior Managers in small and large companies
Deans of Faculties
Finance Directors
Heads of Departments
Marketing Directors
HE Regional Associations
RDA Chairs and Chief Executives
Learning and Skills Councils
Sector Skills Councils
Learning Partnership Members
Local Education Authorities
Small Business Services
Chambers of Commerce and Industry
Regional CBI Offices
Employment Services
Local Government Economic Development Officers
Economic Regeneration Bodies
Funding and Research Councils
Graduate Recruiters
Personnel Directors
Councillors and Regional Chamber Members
Research and Development Directors
Link Scheme Officers



Unable to Attend?

Conference papers, as presented to the delegates on the day, are available after the conference for £99. This useful reference will include: available speakers' papers, speakers' biographies and any additional inserts.

To purchase a set of papers tick the box on the booking form and send it with payment to Neil Stewart Associates Ltd.

NB. the delegate pack will be sent after the event, once payment has been received.

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DELEGATE FEES*: Please tick the relevant box below

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- Supported Rate £180.00 + VAT (£211.50)
Voluntary Organisations, Trade Unions, Schools

* Fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. Shared places are not permitted.

ADDITIONAL REQUIREMENTS:

If you have any additional requirements, please describe them here:

SEMINAR SELECTION:

You may attend one seminar in Session Two and one seminar in Session Four. Places are allocated on a first come, first served basis. Please circle your choice below.

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|--------------|---|---|---|---|---|
| Session Two | 1 | 2 | 3 | 4 | |
| Session Four | 5 | 6 | 7 | 8 | 9 |

