

**Organiser:**

The workshop is provided by Tutech Innovation GmbH, a company owned jointly by Hamburg University of Technology (TUHH) and the Free and Hanseatic City of Hamburg whose mission is to promote effective transfer and exploitation of scientific and technical knowledge.

**Venue:**

At the premises of  
**Tutech Innovation GmbH**  
Harburger Schloßstraße 6-12  
21079 Hamburg, Germany

**Fees:**

Workshop € 595 (VAT included) includes copy of materials, lunch and refreshments.

**Conditions for registration and participation in events:**

You may cancel your registration and withdraw from the contract on payment of a handling fee of € 50 (+ VAT) up to two weeks before the date of the event. Cancellations must be made in writing. In the case of later cancellations received up to a week before the date of the event, half of the participation fee will be charged; after this the full fee will be charged. An exception will be made if a substitute participant is sent.

[tutech.de/en/teilnahmebedingungen-veranstaltungen](http://tutech.de/en/teilnahmebedingungen-veranstaltungen)

**Further Information:**

Silke Ludewigs  
Tel: +49 40 76629-6353  
Fax: +49 40 76629-6359  
E-Mail: [academy@tutech.de](mailto:academy@tutech.de)  
[tutech.de/termine](http://tutech.de/termine)

**Registration:**

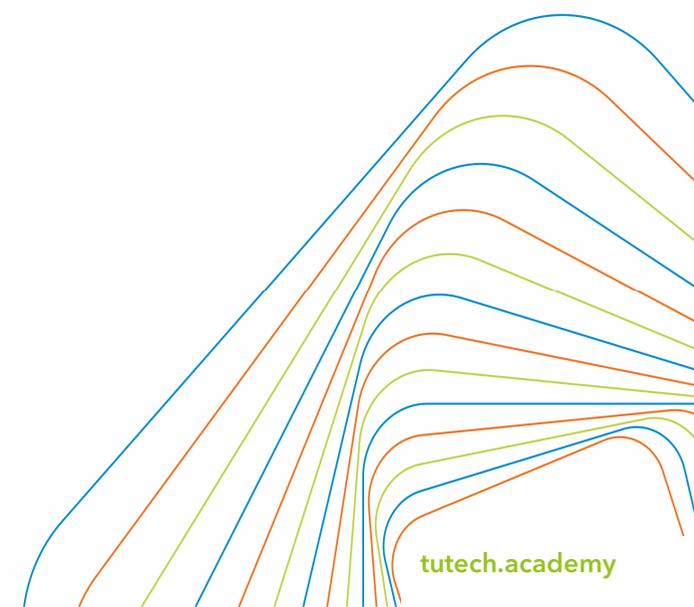
[tutech.de/en/termine-veranstaltungen/ Harnessing universities for innovation](http://tutech.de/en/termine-veranstaltungen/Harnessing%20universities%20for%20innovation)

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# Harnessing universities for innovation

11 March 2020



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## Content and aim of the workshop

Are you keen to capitalise on the new ideas, technology and talent coming out of universities? But do you find academics difficult to engage with? How do you reconcile the university's public interest mandate with your company's commercial needs? And how can you formalise your relationship in a contract that works for both parties?

This workshop focuses on the core skill of achieving effective transfer of knowledge and expertise between people operating in contrasting organisational cultures and formulating ways of doing it. It also examines the processes and management issues encountered in working with universities with the aim of enabling strong and lasting partnerships that allow innovation to flourish.

## Workshop themes

The workshop will provide an opportunity to reflect on the role of universities and what it takes to establish mutually beneficial sustainable relationships. We will look at the process of transferring knowledge from research to innovation both from the perspective of working relationships and formalised contracts. The topic of how best to work in multi-stakeholder consortia and how to win funding will also be covered.

## Workshop format

The workshop will follow the form of interactive presentations, group exercises and discussion using cases and real-life-examples. Participants are more than welcome to discuss their own cases.

The language of presentations will be English.

## Target Group

The workshop is intended for those working in the R&D or new product development functions, those responsible for contracts with academic partners and others interested in harnessing the potential of academic-business collaboration. It is relevant to anyone managing science and technology-based innovation that could involve working with university partners.

## Programme

### 09:00 Registration and morning coffee

- ▶ Introduction
  - *Capturing expectations*
- ▶ Tapping the potential of universities
  - *How to motivate academics to work for you*
- ▶ Forms of partnership
  - *Different ways of working together*
- ▶ Formalising relationships
  - *Contract models and balancing interests*
- ▶ Joining forces to win funding

### 12:30 - 13:30 Lunch

- ▶ Finding the expert you can work with
  - *How to form worthwhile collaborative projects*
  - *Role of the tech-trans office*
- ▶ Upskill and motivate your staff
  - *Latest trends in lifelong learning*
- ▶ Concluding discussion

### 16:30 Close

*Detailed programme available on request*



M. Schofield, CEng FIET & Katharina Elsner MBA

## Trainer

### Monica Schofield, CEng FIET

Monica heads the Business Unit Consultancy and Competence Development at Tutech, responsible for providing services for researchers at Hamburg University of Technology and external clients to work on collaborative projects. Prior to joining Tutech in 1999, Monica worked as an engineer and R&D manager mainly in the field of robotics and industrial automation in industry, large and small, in Sweden, the UK and Germany.

### Katharina Elsner

Syndikusrechtsanwältin

Katharina is the General Counsel of Tutech. She is responsible for all legal issues for the company and is the legal officer responsible for contracts negotiated by Tutech on behalf of TUHH for industry-university collaboration, services for industry and transfer of intellectual property. Katharina joined Tutech in 2016 after 6 years of working as legal counsel in the healthcare sector at a university hospital.