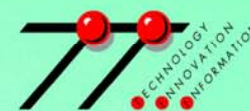


PROGRAMME

Tuesday, 19 October 2004, 09.00 – 17.30

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| 08.45 – 09.00 | Registration | 13.30-14.00 | Education and training in research commercialisation, <i>Brad Zehner</i> , Director, MSTC Programs at IC ² , Austin, Texas, USA |
| 09.00 – 09.30 | Welcome addresses, <i>Christine Robinson</i> , Secretary General, TII, <i>Gilles Capart</i> , Chairman of the Board, ProTon Europe, <i>Craig Fowler</i> , Executive Director, Department of Further Education, Employment, Science and Technology, Government of South Australia | In parallel | Market positioning of a research organisation, <i>Judy Marcure</i> , Director, Calibre Communications, Australia |
| Morning Chair: <i>Thomas Baaken</i> , Project Manager, Science Marketing, Germany | | 14.00-14.30 | Training academics to face markets <i>Pieter van der Syde</i> , NIKOS, University of Twente, Netherlands |
| 09.30 – 10.00 | Outcomes of the Science Marketing Project, <i>Thomas Baaken</i> , Project Manager, Science Marketing Research Centre, Germany | In parallel | Communication of research, <i>Birgit Mager</i> , Head of « Research goes Public », Germany |
| 10.00 – 10.30 | Research commercialisation in Australia: current developments, <i>Anthony Francis</i> , Managing Director, TCG, Australia | 14.30-15.00 | Coffee break |
| 10.30 – 11.00 | Coffee break | 15.00-15.30 | Characteristics and key success factors of university-industry linkages – a relationship perspective, <i>Carolin Plewa</i> , Science Marketing Team, The University of Adelaide, Australia |
| 11.00 – 11.30 | Difficulties and opportunities faced by universities as they seek to balance academic and business development objectives and possible ways to respond to those challenges and opportunities, <i>Joanne Pimlott/Antonio Dottore</i> , ECIC, Australia | 15.30-16.00 | TBA |
| 11.30-12.00 | Commercialisation of innovation in South Africa, <i>A.P. Botha</i> , TechnoScene (Pty) Ltd and <i>M.W. Pretorius</i> , Department of Engineering and Technology Management, University of Pretoria, South Africa | 16.00 – 17.00 | Panel discussion on the strategic implications of research commercialisation for universities as research organisations and institutions of higher education, moderated by <i>Armin Himmelrath</i> , journalist specialised in university politics (<i>Spiegel-online</i> , <i>WDR</i> , <i>SZ</i> , <i>Deutschlandradio</i>) with 6 panel discussants from Europe, Australia, USA and South Africa |
| 12.00-12.30 | Customer satisfaction surveys in research commercialisation, <i>Friederike von Hagen</i> , Science Marketing Team, Germany | 17.00 – 17.30 | Wrap up and new strategic implications: building a strategic network for further cooperation and future projects, <i>Anthony Francis/ Thomas Baaken</i> |
| 12.30 - 13.30 | Lunch | 17.30 | Close |



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Science Marketing

3rd International Workshop on Science-to-Business Marketing and Successful Research Commercialisation featuring new and inspiring insights from 4 continents
Including a pre-programme training session on "Marketing Scientific Results and Services" on 18 October 2004

19 October 2004

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Brussels, Belgium

Organised by TII, the European Association for the Transfer of Technology, Innovation and Industrial Information and ProTon Europe

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