

JOINT UNICO/AUTM CONFERENCE Oxford - 4/6 Dec 2005

Sunday, 04 December, 2005

- *Networking drinks in the bar from 7.30pm before dinner at 8.00pm - Eynsham Hall, Oxford*
- *Overnight Accommodation at Eynsham Hall, Oxford*

Monday, 05 December, 2005

- *Registration and Coffee 9.30-10.00am*
- CONFERENCE SESSIONS from 10.00am
 - External Perspectives on Technology Transfer
Doug Richard, Library House
 - Commercialisation Survey Results from the UK, US and beyond ...
Nick Bourne, University of Cardiff, Ashley Stevens, Boston University and Ross DeVol, Milken Institute
- *Lunch from 12.30pm*
- CONFERENCE SESSIONS from 1.30pm
 - Product Benefit Case Studies
Kevin Cullen, University of Glasgow and John Fraser, Florida State University
 - Q&A
- *Tea*
 - Deals you'll live to regret
Jeff Skinner, University College London and Mark Anderson, Anderson & Co
 - The future of Technology Transfer
Hal Kruth, QinetiQ
- *Dinner at Blenheim Palace - Coaches leave Eynsham Hall at 7.00pm*
- *Overnight Accommodation at Eynsham Hall, Oxford*

Tuesday, 06 December, 2005

- UNICO EGM 9.00-9.15am
- *CONFERENCE SESSIONS from 9.15am*
- Host Spot - Tom Hockaday, Isis Innovations Ltd
- How to Get the Message Right - Emma Palmer, Northbank Communications

- *Coffee*

- Debate: the role of universities in regional economic development
Kevin Cullen, University of Glasgow
Mark Crowell, University of North Carolina
Tom Hockaday, Isis Innovations Ltd
John Fraser, Florida State University

- Summary
Neil Bradshaw, University of Bristol - (Incoming) Chairman of UNICO

- *Lunch from 12.30pm*

- MASTERCLASSES from 1.30 to 4.30pm
 - NOVEL APPROACHES IN LICENSING
 - led by Alison Campbell of KCL Enterprises and Lita Nelsen of MIT
 - This Masterclass will provide an opportunity to share current thinking and evolving practice in licensing. With presenters from the US and UK we will explore several hot topics in the context of emerging policies and case law. The session will include a look at the technical aspects of licensing, such as how clauses can be constructed and interpreted and the practical aspects and implications for academic commercialisation offices.
running parallel with
 - RESOURCES FOR DEPLOYMENT OF TECHNOLOGY TRANSFER
 - led by Michael Batalia, Wake Forest University and David Secher, University of Cambridge
 - The game of Technology Transfer is all about defining, identifying and deploying resources in order to keep a wide range of diverse projects moving forward. This masterclass will look at the types of resources we have available to us, how to use them, leverage them and get the best out of them.

Examples include:

Tech Transfer staff: What we look for and how to develop staff

Budgets: How to use them, add to them and protect them

Government Funding: How to make best use of the money whilst delivering the Funder's requirements

Academic and professional networks: How to access these, benefit from them and contribute to them

University facilities: Making the most of the Physical infrastructure and equipment of the University

Directors from the UK and the US will discuss how they get the most from, and how they hope to increase, what they have.