

## **PraxisUnico Conference 2016: Develop, Promote, Connect**

**Holiday Inn, Stratford-upon-Avon**

**15-17 June 2016**

### **Provisional Programme**

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#### **Wednesday 15 June 2016**

**From 1300 Site visits and Social Programme**

1300 – Delegates visiting Hook Norton Brewery or The Institute for Advanced Manufacturing & Engineering should meet in the Holiday Inn foyer at 1300. Coach transport will be provided to and from the venues.

1345 – Delegates visiting The Shakespeare Institute or attending the walking tour of Stratford-upon-Avon should meet in the Holiday Inn foyer at 1345.

**1930-2130 PraxisUnico Conference registration, drinks reception and buffet at the Holiday Inn**

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#### **Thursday 16 June 2016**

**0830-0900 International delegates' reception**

**0900-0945 Registration**

**0945-1000 Welcome to PraxisUnico conference**

Dr Angela Kukula RTTP, Chair of PraxisUnico and Director of Enterprise, The Institute of Cancer Research

**1000-1030 Professor Trevor McMillan, Vice-Chancellor, Keele University and Knowledge Exchange Framework Champion for HEFCE**

**1030-1100 Tea/Coffee**

**1100-1230 PARALLEL SESSIONS**

**Session A1 Innovative approaches to knowledge transfer in Europe - what can we learn from our neighbours?**

**Chair** Sean Fielding RTTP, Director of Research and Knowledge Transfer, University of Exeter

**Speakers** Marc Legal, President, Pulsalys  
Paul Van Dun RTTP, General Manager, KU Leuven Research & Development

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The knowledge transfer community in Europe is developing a range of creative new approaches to connect universities with users and drive impact. Increasingly these activities are not funded by the state or have been driven by the need to reduce state expenditure. In our own changing environment combined regional KT hubs, integrated networking organisations and start-up approaches to research partnership are new trends that we should watch.

### **Session A2 IP: beyond the fringe**

Chair Dr Rupert Osborn, CEO, IP Pragmatics Ltd

Speakers Lloyd Hoarton, Managing Partner, Forresters  
Helen Johnstone, Partner, Potter Clarkson  
Marion Rees, IP Director, Circassia  
Dr Tim Francis, IP Commercialisation Executive, Coventry University

Have you ever had someone walk into your office with a good idea that you don't know how to manage? Have you ever lost the chance to exploit something because you thought it wasn't patentable? This session will discuss recent changes in IP law and practice that both offer new opportunities and great challenges. We will consider novel strategies that could introduce different forms of protection, including design rights, trade marks, as well as patenting. The session will finish with a clinic where delegates will be able to quiz the panel and crowdsource ideas from the audience to address a current challenge.

### **Session A3 Knowledge Exchange: the hidden and real value**

Chair Dr Iain Thomas RTTP, Head of Life Sciences, Cambridge Enterprise Ltd

Ambition, vision and an understanding of risk are all critical to enabling early stage technologies to be successfully managed to effective commercial outcomes and achieve economic value and social impact. All this can be undermined by the many devils that lurk in the many details along the way.

Helping researcher colleagues have ambitious yet realistic, views on how to commercialise their technology, adopting sophisticated intellectual property strategies, doing in depth due diligence and negotiating deals that contemplate success and aim to facilitate that are all vital to effective tech transfer but are all under-the-bonnet unglamorous activities.

This session will explore how good tech transfer adds real commercial value to opportunities and also keeps the whole process from stumbling in the near and long term.

### **Session A4 Measure for measure. Can metrics ever be meaningful?**

Chair Ronni Littlewood, Research Planning Partner, University of Birmingham

Speakers Alice Frost, Head of Knowledge Exchange, HEFCE  
Dr Mark Barnett, Senior Manager, Corporate Engineering and R&D, Magna International  
Dr Kathryn Walsh, Director of Enterprise Office, Loughborough University

Are quantitative metrics ever useful markers of performance?

At present, both HEFCE and the Research Councils collect metrics around knowledge exchange activities (e.g. the HEBCI survey and annual reporting on Impact Acceleration Accounts). These surveys collect metrics on activities (e.g. numbers of patents, licences, spinouts, IP, collaborative research) but how useful are they to our community in terms of understanding the added value of our roles or what constitutes good practice?

BIS has recently announced a review of approaches to the evaluation of UK higher education research to explore greater use of metrics in future REF exercises in an attempt to reduce complexity and bureaucracy in research funding. However, the 'Metric Tide' report compiled for HEFCE also highlighted

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the potential limitations and unintended consequences of metrics, particularly with regard to 'impact'. Are metrics just about reporting back to Government or is there a way in which we can make metrics work for researchers, universities and our own practice as knowledge exchange and commercialisation professionals?

**Session A5 Reaching for Excellence in KEC: Impact case studies and the KE Performance Framework - sponsored by RCUK**

Chair John Francis, Executive Director of Research and Business Engagement, University of South Wales

Speakers Rachel Tyrrell, Senior HE Policy Adviser, Knowledge Exchange, HEFCE  
Anjuu Trevedi, Head of Regional Business Engagement, University of Leicester  
Dr Seshadri Vasan RTTP, Senior Business Development Manager, Public Health England  
Centre for Global Eco-Innovation, Lancaster University

The panellists will share their learnings and experiences since the 2015 RCUK/PraxisUnico Impact Awards. HEFCE will highlight their current thinking on effective and transferable practice as part of the KE Performance Framework. This will be followed by group discussions and questions to share common practices from the RCUK/PraxisUnico Impact Awards and the reports commissioned by HEFCE which are contributing to the development of the KE Performance Framework. The session will explore whether more could be done to collaborate and share effective practices of the generic common or transferable sort between KEC professionals and the wider user communities.

**1230-1400 Lunch**

**1400-1500 Building with BRICs and Planning for MINTs**

Chair Dr David Secher, Patron, PraxisUnico

Speakers Gloria Wu, Partner, Kangxin Partners  
Dr Mireya McKee, Senior Consultant, Isis Enterprise

The BRIC and MINT countries are said (by Jim O'Neill) to contain half the world's population, 3.5 billion people between them. With an estimated gross domestic product of \$20 trillion (£12.4 trillion), expected to grow to \$40 trillion by 2020, these countries provide immense opportunities for technology transfer. However, understanding the enterprise culture and key drivers in these economies are key to building with these countries. This session aims to discuss ways knowledge exchange practitioners can actively and successfully engage with relevant entities within these countries, in order to facilitate knowledge transfer opportunities.

**1500-1545 Tea/Coffee**

**1545-1645 Innovating Exploitation Models**

Chair Dr Malcolm Skingle CBE RTTP, Director Academic Liaison, GlaxoSmithKline

Speakers Samantha Chadwick, Head of Partnerships, BBC Research & Development  
Robert Sorrell, Vice President for Public Partnership, BP  
Dr Lesley Thompson MBE, Director of Academic and Government Strategic Alliances, Elsevier  
Fraser Burton, Head of University Research, BT

Industry is increasingly externalising parts of their R&D function through innovative collaborations with universities and platform delivery companies. Universities are being encouraged by government and funding agencies to demonstrate the impact of their public sector funded research. This perfect storm

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has caused companies to develop models of interaction not previously seen in academia. This session will briefly describe some of these models before entering into a broad ranging panel discussion that challenges and benefits those associated with these innovative academic-industrial partnerships. Senior industrialists from BP, BT, BBC, Elsevier and GSK will openly share their experiences.

**1645-1700 Topical issues (call for topics)**

Facilitators Dr Rupert Osborn, CEO, IP Pragmatics Ltd  
Dr Simon, Director of Enterprise, Imperial College London  
Paul Findlay, Director of Business Development, University of Hertfordshire

**1700-1730 AGM**

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**1930 Pre-dinner drinks followed by gala dinner at the Holiday Inn**  
Dress Code: Black tie preferred

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**Friday 17 June 2016**

**0845-0945 What Government wants - can we deliver?**

Chair Professor Graeme Reid, Chair of Science and Research Policy, University College London

Speakers Professor Tim Dafforn, Chief Scientific Adviser, Department for Business Innovation & Skills (BIS)  
Charlotte Heyes, Deputy Director, Innovation & Place, Department for Business Innovation & Skills (BIS)

This session will provide an opportunity to hear about UK government policy and ambitions, following a time of uncertainty and change. The challenges for the KEC community in meeting government expectations and delivering success will also be discussed.

**0945-1045 Topical issues**

**1045-1115 Tea/Coffee**

**1115-1245 PARALLEL SESSIONS**

**Session B1 The Tech Transfer Office is here to help you..... Honestly**

Chair Patricia Latter RTTP, Head of Knowledge Transfer & Impact, Royal Veterinary College

The players Gerald Law, Chief Executive, UK Innovation Forum (UKIF)  
Sean Fielding RTTP, Director of Research and Knowledge Transfer, University of Exeter  
Sue Ratcliffe, IP Counsel/Technology Transfer Manager, University of the West of England  
Dr Malcolm Skingle CBE RTTP, Director Academic Liaison, GlaxoSmithKline  
Dr Mark Barnett, Senior Manager, Corporate Engineering and R&D, Magna International

The role of the TTO is often not appreciated by our colleagues and we do a lot in the background that is not immediately evident. This session explores how the different skill sets and roles that we have can assist our colleagues from the very senior to those new to the academic world. We will use role play

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scenarios to show how to communicate how we can add value to what our colleagues want to achieve and how we can facilitate their aims, from grant writing all the way through to setting up a company. We do much behind the scenes, including helping with bid writing, working with commercialisation partners, budget keeping as well as identifying and recording research and commercialisation outcomes which may not be obvious but are crucial to the overall success of an institution. The TTO is the oil that lubricates the machine and without it everything will seize up. We need to get this message across.

### **Session B2 How does a TTO Operate Globally?**

Chair Dr Adam Stoten, Head of Technology Transfer, Life Sciences, Isis Innovation Ltd

Speakers Dr Frank Allison, IP Commercialisation Manager, Dhahran Techno Valley Company  
Tom Hockaday, CEO, Isis Innovation Ltd 2006-2016  
Kristin Martinez, Manager, International Relations, Cedars Sinai Medical Center, Technology Transfer Office

As TTOs, we are members of the global economy and the best partners for our technologies and expertise often reside outside of the UK, and potentially outside the western world. The importance of working globally was underlined during the recent recession and the relative buoyancy of the Chinese economy. Conversely, our resources to access international markets are frequently limited and, even when we can, do the benefits of finding a partner outweigh the associated logistical issues? In this session we examine practical solutions for TTOs to market themselves and their technologies in a global market, identify potential pitfalls and ask: where are our efforts best directed?

### **Session B3 Surviving a reorganisation**

Chair Dr Jeff Skinner RTTP, Executive Director, Deloitte Institute of Innovation and Entrepreneurship London Business School

Speakers Dr Lucas Zinner, Head, Research Services and Career Development, University of Vienna  
Dr Tony Raven, Chief Executive, Cambridge Enterprise Ltd  
Dani Salvadori, Director of Academic Enterprise, University of the Arts London

Received wisdom has it that the 'half-life' of a TTO director is around seven years - the primary decay mechanism being an internal review or reorganisation. These can be extraordinary painful and stressful exercises and those who have experienced one (irrespective of survival) emerge with a much better idea of things they'd do differently next time - both in terms of preparation and ensuring that they remain aligned to the mood and metrics of their institution. In this session a few of those who have lived through the trauma share what they've learned with those who are about to.

### **Session B4 Driving commercialisation and impact of research through tactical marketing and social media**

Chair Paul Findlay, Director of Business Development, University of Hertfordshire

Speakers Rowan Grant, National Outreach Manager, Medical Technologies, University of Leeds  
Professor Mark Reed, Professor of Socio-Technical Innovation (N8 Agri-Food Resilience Programme, Institute for Agri-Food Research & Innovation and Centre for Rural Economy), Newcastle University

Social media is often seen as the marmite of marketing tactics – you either love it or hate it. However, it is becoming increasingly difficult to avoid in the HE sector as it becomes ever more useful in driving the impact of research.

Blogging and twitter are well developed as crucial platforms for promoting research and engaging the public and peers in academia but there are newly emerging tactics and platforms which are also being

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used with great success, such as the IN-PART platform. So, what are the particular benefits of these different marketing tactics?

In this session we will hear three short university case studies – one on social media, one on blogging, and one that has been using a brokerage platform for commercialisation of research. The session will then be opened up to questions from the floor and a debate around the merits of each.

### **Session B5 Engagement Strategies**

Chair Dr Neil Hayes RTTP, Commercial Manager, University of Exeter

Speakers Bryan Austin, Director & General Manager, Renishaw Medical Dental Products Division  
Michael Hill-King RTTP, Collaboration Director, Huawei UK R&D Centre  
Dr Brian More, IP Commercialisation Director, Coventry University

Collaborative research is one of the most powerful means of creating opportunities for knowledge exchange and it is now recognised that proactive engagement between academia and industry can lead to improved research outcomes and commercial results. But what are the most effective ways to foster these relationships? And what makes for a successful and sustainable partnership? This session will give an insight into the different strategies employed to establish collaborative relationships. Speakers from both an academic and industrial background will give their experiences on how they have approached engagement, what the resulting benefits were and why they continue to work in this way.

**1245-1315 Dr David Docherty, Chief Executive, National Centre for Universities and Business**

**1315-1330 Closing messages**

Dr Angela Kukula RTTP, Chair of PraxisUnico and Director of Enterprise, The Institute of Cancer Research

**1330 Take-away lunch**