

Strategic IP Planning (Seminar, London)

Description: The Strategic IP Planning seminar will be held on 27th January 2014 at The Rembrandt Hotel, London

TOPICS TO BE COVERED AT THIS SEMINAR:

- Strategy in IP in Theory: Learn and Explore Options
- Step-by-Step Practical Guide to Strategic IP Planning
- Utilising a Structured and Rationalised IP Strategy Toolbox
- Competitive IP Analysis: Market Positioning
- IP SWOT: Align IP with R&D and Business Goals
- Performance: Benchmarking, measures and KPIs
- Defining and Prioritising an IP Roadmap
- IP Planning as Part of your Daily Role: Presenting your Plan Persuasively
- Experience IP Planning and Implementation during a Business Simulation

With:

Dr Arnaud Gasnier Patentopolis BV
Dr Luc Vandamme Patentopolis BV

Comments by previous delegates include:

- 'Very useful and interactive training'
- 'Good overview and user-friendly toolkit for IP strategy development'
- 'Content useful in advising clients'

WHY YOU SHOULD ATTEND THIS SEMINAR

- You will receive practical IP strategy advice from two highly-rated experts,
- Learn how to use a step-by-step guide and 'toolkit' to set up a successful strategic IP plan,
- Take away practical tips and methodologies that can be used to align your IP with R&D and business goals,
- Benefit from highly interactive sessions including case studies, real-life examples and business simulation and
- Have the opportunity to compare experiences with fellow attendees from across Europe.

Attendees will be sent some materials before the seminar. Approximately one hour will be required to read through and prepare for the seminar

WHO SHOULD ATTEND

- IP Managers/Professionals (in-house and private practice)
- Non-IP Professionals (R&D Managers/ Directors and Business Managers)

ACCREDITATION

This course merits 16 hours under the UK Solicitors Regulation Authority self-accreditation scheme. Ref. CJA/MAFO

DOCUMENTATION

Participants will receive a course material folder containing comprehensive documentation provided by the seminar leader, which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course

Dates:

27 January 2014 Start: 14.00 – Finish: 18.00

28 January 2014 Start: 09.00 – Finish: 18.00

29 January 2014 Start: 09.00 – Finish: 16.30

Registration & Coffee:

27 January 2014 12.30

Venue and Accommodation:

The Rembrandt Hotel, 11 Thurloe Place, London SW7 2RS

Directions:

Opposite V&A Museum. Nearest underground station: South Kensington.

* Please note, events may be cancelled due to commercial or organisational reasons. In this case Research and Markets will refund all registration fees which have already been paid. Research and Markets will not refund any charges arising from the participant having to cancel or re-book transportation or accommodation which he or she has arranged

Contents:

PROGRAMME

Day One - 27 January 2014

12.30 Registration and Lunch

14.00 Introduction and Ice-Breaker

15.15 IP Strategy Toolbox: Theory

- Learn the 'Matrix of IP Strategy Options'
- Link to IA Management

16.15 Tea

16.30 IP Strategy Toolbox: Practice

- Apply to real-life cases during teamwork assignments

17.30 Step-by-Step IP Strategy-Making: Overview

- Introduction to 5-step methodology
- Prepare the case study – 'Renewable Energy'

18.00 End of Day One

Day Two - 28 January 2014

09.00 IP Strategy-Making: Introduction

09.30 Step 1: Vision Setting

- Define/refine the vision to link IP and business
- Recourse to the matrix as a dashboard

10.20 Step 2: IP Competition Analysis

- Revisit the matrix through the competition landscape
- IP mapping techniques (mapping, landscaping...)
- Analysis of patent data (lifecycle, competition etc)

11.15 Coffee

11.30 Step 3: IP SWOT

- Gap analysis using the matrix: Compare business vision to current own IP, taking into account the competition
- High-level audit: Methods to assess and rank a company's portfolio
- Derive actions to bridge current/desired IP position

12.15 Step 4: IP Performance Benchmarking and Reporting

- Estimate budget needs for R&D and IP
- Define IP KPIs to report future success
- Prioritize actions to define an IP roadmap
- Review different scenarios

13.00 Lunch

14.00 Step 5: The Strategic Plan –The Outline

- Integrate outputs of steps 1-4 into a practical, rationalized plan
- Positioning, actions and measurement
- Differentiate core vs. non-core activity for higher performance

14.55 Your Strategic IP Plan

- Introduction about presenting, persuading and convincing
- Prepare your IP plan presentation

15.45 Tea

16.00 Present your Plan to Management

17.00 From Product to Corporate: Internal Integration of your IP Plans

17.45 Short Introduction to Day Three

18.00 End of Day Two

Day Three - 29 January 2014

09.00 IP Strategy Implementation – Company Simulation

- Introduction to a business simulation tool to test your IP strategic planning skills and apply what you have learnt in days one and two
- Define a plan in an interactive, competitive environment
- Work in a multi-disciplinary team – R&D, Sales, IP and Management

10.15 Coffee

10.30 IP Strategy Implementation – Company Simulation (continued)

- Make real-life company decisions throughout the IAM process
- Technology development: Investment, IP protection
- IP exploitation: Sales, negotiation
- Realign the plan in response to internal and external events
- Use the matrix as dynamic dashboard in your team

12.30 Lunch

13.30 IP Strategy Implementation – Company Simulation (continued)

14.55 Analysis of the Simulation

- Report the progress of the plan
- Correlate decisions with long-term impact
- Learn from success and failure
- Team presentation to critically review the implementation and success of your strategy

16.00 Debriefing Towards Implementation

- Link theory of days one and two to practical learning of day three's simulation
- Identify best practices and bottlenecks when implementing a plan
- Final recommendations

16.30 End of Seminar


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