

Strategic IP Planning

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Dates and venue

20-22 March 2018
25-27 September 2018

Ref: 10042
Ref: 10043

The Rembrandt Hotel
11 Thurloe Place
London SW7 2RS
Tel: +44 (0)20 7589 8100

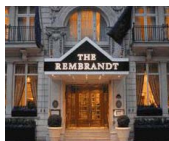
Programme schedule

Registration and refreshments: 09.00
Day one: 09.30-17.30
Day two: 09.00-17.30
Day three: 09.00-16.30

Accommodation

We have arranged a preferential rate for accommodation at the venue. To take advantage of this please contact reservations_rembbrandt@sarova.co.uk and state you are a Management Forum delegate. There are limited rooms available at this rate so please book early to avoid disappointment.

For information on alternative accommodation please visit our website: management-forum.co.uk/accommodation



Three ways to book

management-forum.co.uk



+44 (0)20 7749 4730

@ info@management-forum.co.uk

Fees and payment

EARLY BOOKING DISCOUNT Book BEFORE 18 December 2017
£1499.00 + VAT = £1798.80 • €2099.00 + VAT = €2518.80

FULL PRICE Book AFTER 18 December 2017
£1799.00 + VAT = £2158.80 • €2519.00 + VAT = €3022.80

Multiple booking discount for 2nd or subsequent delegates - 15%
£1529.15 + VAT = €1834.98 • €2141.15 + VAT = €2569.38

Payment options

1. Invoice which can be paid by bank transfer or credit / debit card
2. Online through our secure website when registering

In-house training

This course is also available in-house and can be tailored to your specific needs. Our experts come to you, saving you time and money. For more information contact **Customer Services** on +44 (0)20 7749 4730 or email: inhouse@management-forum.co.uk

The small print

FEE: The fee includes all meals and refreshments for the duration of the course and a complete set of course materials. If you have any particular requirements please advise customer services when booking.

HOW TO REGISTER AND PAY: A VAT invoice and booking confirmation will be sent within 7 days, please contact us if you have not heard anything after that time. Payment can be made by credit/debit card, by bank transfer (for bank account details please see payment details section on our website). VAT no GB 341232109. Any questions please contact Customer Services on +44 (0)20 7749 4730. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

MULTIPLE BOOKING DISCOUNTS: This discount may not be used in conjunction with any other offer

CANCELLATIONS AND TRANSFER: Once we have received your booking the place(s) are confirmed.

Delegate	Up to 28 days before course	27 to 14 days before course	13 to 0 days before course
Cancellation	10% admin fee	100% admin fee	100% admin fee
Transfers	Free	10% admin fee	100% admin fee
Substitution	Free	Free	Free

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. All cancellations must be received in written form.

For event cancellation policy and T&Cs see our website

Strategic IP Planning

20-22 March 2018 • 25-27 September 2018 London



Topics covered at this seminar:

- 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

Expert trainer:

Dr Arnaud Gasnier
Patentopolis BV



'Very useful and interactive training'

'Good overview and user-friendly toolkit for IP strategy development.'

'Content useful in advising clients.'

Includes: Practical and interactive exercises

19.5 suitable CPD hours for practicing lawyers working in commercial law



Why you should attend

- Receive practical IP strategy advice from our expert
- Learn how to use a step-by-step methodology and 'toolkit' (DIPS) 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 and real-life examples
- **Self-assessment included:** access to an online survey to benchmark your (client's) company readiness regarding IP strategy (optional, included within the seminar fee)
- * **Attendees will have access to some materials before the seminar. Approximately two hours 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)
- In-house lawyers

Practical sessions require the use of your laptop. Please bring yours with you to the event.

Expert trainer



Dr Arnaud Gasnier is founder and CEO of Patentopolis BV. With 20 years experience in IP, he has practiced globally in various IP (patents, trademarks) departments and in various leading roles

(Patent Attorney, Licensing Associate, Portfolio Manager, Associate General Counsel) for Swatch, Philips, Adidas and Dutch contract research organisation TNO. He is Adjunct Teaching Fellow at University College London. In 2004-2008 he carried out a PhD research project (sponsored by the European Patent Office) on IP management (strategies and tactics, performance measurement, effective in-house interventions). Arnaud is a regular speaker at international conferences and the author of *The Patenting Paradox*. He holds a Master of Science in physics, a Master of IP law from a US law school, and an Executive MBA from London Business School. He is also a qualified European Patent Attorney. In 2015, 2016 and 2017 Patentopolis and Arnaud won IP Awards for best IP management, attributed by *Acquisition International* based on a survey among professionals in the industry. A practical and creative thinker with a multi-disciplinary mind-set, Arnaud enjoys working across borders in terms of disciplines and cultures, and assisting established firms, SMEs and ventures with fostering value creation and capture with IP for long-term benefits and growth.



Management Forum In-house training

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Programme Practical sessions require the use of your laptop. Please bring yours with you to the event.

Day one	
09.00	▶ Registration and refreshments
09.30	▶ Introduction and ice-breaker
10.15	▶ IP strategy toolbox: theory <ul style="list-style-type: none"> • Learn the 'Matrix of IP Strategy Options' • Link to IA management and innovation
11.15	▶ Refreshments
11.30	▶ IP strategy toolbox: practice <ul style="list-style-type: none"> • Apply to real-life cases during teamwork assignments • Group discussion and feedback
13.00	▶ Lunch
14.00	▶ IP strategy-making: introduction <ul style="list-style-type: none"> • The who-what-how of strategic IP planning • Introduction to case study - 'Renewable Energy' • Introduction to the 5-step methodology (DIPS)
15.00	▶ Step 1: vision setting <ul style="list-style-type: none"> • Define/refine the vision to link IP and business • Recourse to the matrix as a dashboard • Teamwork and group discussion
16.00	▶ Refreshments
16.15	▶ Step 2: IP competition analysis <ul style="list-style-type: none"> • Revisit the matrix through the competition landscape • IP mapping techniques (mapping, landscaping...) • Analysis of patent data (lifecycle, competition etc) • Teamwork and group discussion
17.15	▶ Wrap up of day one
17.30	▶ Close of day one

Day two	
08.30	▶ Refreshments
09.00	▶ Step 3: IP SWOT development <ul style="list-style-type: none"> • Gap analysis using the matrix: Compare business vision to current own IP • High-level audit: Methods to assess and rank a company's portfolio • Derive actions to bridge current/desired IP position • Teamwork and group discussion
10.15	▶ Step 4: IP performance benchmarking and reporting <ul style="list-style-type: none"> • Estimate budget needs for R&D and IP • Define IP KPIs to report future success • Prioritise actions to define an IP roadmap • Review different scenarios • Teamwork and group discussion
11.15	▶ Refreshments
11.30	▶ Step 5: The strategic plan - the outline <ul style="list-style-type: none"> • Integrate outputs of steps 1-4 into a practical, rationalised plan • Positioning, actions and measurement • Differentiate core vs. non-core activity for higher performance
12.15	▶ Getting buy-in from management for your strategic IP plan <ul style="list-style-type: none"> • Introduction about persuading and convincing management • Prepare your team's IP plan presentation to management
13.00	▶ Lunch
14.00	▶ Prepare your team's IP plan presentation to management continued
14.30	▶ Present your plan to management <ul style="list-style-type: none"> • Group discussion, peer evaluation (online) and feedback
16.30	▶ Refreshments
16.45	▶ From case to reality <ul style="list-style-type: none"> • Re-apply the 5-step methodology (DIPS) to real life • Success factors and key challenges • Organisational aspects
17.15	▶ Wrap up of day two
17.30	▶ Close of day two

Day three	
08.30	▶ Refreshments
09.00	▶ Corporate IP planning - practical case study session <ul style="list-style-type: none"> • Bottom up approach • Revisiting the 5-step methodology (DIPS) • Teamwork revisiting the case study with extra product lines
10.30	▶ Refreshments
10.45	▶ Reapplying the DIPS methodology from case to reality <ul style="list-style-type: none"> • Best practices: do's and don'ts • A gradual approach • Introducing five real-life scenarios
12.30	▶ Lunch
13.30	▶ Teamwork, group discussion and speaker feedback: reapplying (parts of) DIPS methodology to the five scenarios <ul style="list-style-type: none"> • Understand client's business • Map client's current portfolio and realign with their business • Make plans for new IP • Find gaps from competition and protect new IP (FTO) for manufacturing industry • Exploitation (licensing, exploitation)
16.00	▶ Further implementation issues toward change
16.15	▶ Final questions and recommendations
16.30	▶ Close of seminar

A certificate of attendance for professional development will be available to each participant who completes the seminar

Accreditation

This seminar merits **19.5 hours CPD** and may also be relevant training under the **IPReg CPD self-accreditation scheme**.

Previous participants have attended from the following organisations:

Affirmed GmbH Airbus Operations GmbH • BPB Ltd • CSK Food Enrichment CV • Danisco DuPont • Delacon Biotechnik GmbH • Konica Minolta Business Solutions Ltd • MAS Innovation • Meyn FPT BV • ORE Catapult • Porton Biopharma Ltd • Richemont International SA • Saint-Gobain Isover-CRIR • SPD Development Co Ltd • Umicore SA • Trouw Nutrition • uniQure n.v. • Zacco Denmark A/S • Zacco Norway AS