

Strategic IP Planning

21-25 Mar 2022, Live webinar

+ 1 more date - see back page for full schedule



Programme at a glance:

- ✓ Introduction and ice-breaker
 - ✓ Strategic management concepts applied to IP
 - ✓ Challenges faced by companies
 - ✓ IP strategy toolbox
 - ✓ Introduction to DIPS planning methodology
 - ✓ Insights from project management
 - ✓ DIPS planning methodology
- Full programme inside*

★★★★★ "I liked how clear and simple a sometimes difficult and convoluted process was structured and presented. Highly recommended."

Siim Kinnas, Intellectual Property Advisor, Enterprise Estonia

★★★★★ "The course exceeded my expectations; I expected to be educated in concepts and theories, instead I was equipped with tools and experience! Arnaud was an enthusiastic presenter and a patient guide through the intense volume of information and challenging interactive group work. I was impressed at how applicable the content of the course was to delegates from such a variety of business sizes and markets; everyone was finding the teaching relevant to them in some way. I loved the interactive aspects of the course and enjoyed learning how to use the tools given and the 'aha!' moments when it all began to make sense. I enjoyed that the tools given didn't always have 'correct' answers but always enabled you to make and justify decisions that were aligned with the business strategy."

Elizabeth MacLennan, Project Manager, McMurtry Automotive Ltd.

★★★★★ "I enjoyed meeting people from other companies and the exchange of ideas with them. The speaker was enthusiastic and engaging."

Christopher Phanopoulos, Senior Research Manager, Huntsman

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Course overview

It is widely considered that intangible assets account for up to 80 per cent of the value of most businesses, making it vital for companies to align their IP strategy with their business strategy. For some, the IP strategy will drive the business agenda. However, for most businesses that have grown organically, it is essential that a strategic IP plan is developed and implemented in order to protect the company's assets as well as maximising value from these assets. Whether you have no strategy currently in place or you simply need to develop your current strategy and get management buy-in, this is the course for you.

This highly interactive seminar will provide you with the practical knowledge, skills and toolkit (DIPS) to enable you to put an IP strategy in place for your company. Starting with a matrix-based model linking innovation to value creation/capture and the role of IP therein, you will learn and apply a structured, step-by-step methodology to set up a strategic plan aligned with R&D and business goals. Case studies and real-life examples will be used throughout the course to help embed learning, alongside the opportunity for direct application to situations of your choice with coaching from our expert trainer.

Included within the seminar fee is access to an online self-assessment survey to help you benchmark your company's (or your client's) readiness regarding IP strategy, with access to the DIPS Online platform.

Attendees will have access to some materials prior to the seminar (see documentation paragraph below). Approximately two hours will be required to read through and prepare.

Documentation

- Pre-reading: contains all cases plus facts and data used during examples and teamwork assignments
- Theory book: contains all the models and frameworks learned during the seminar
- Practice book: contains all the practical information needed to apply the cases to the frameworks during the teamwork assignments
- Post-reading: contains all the speaker feedback provided after teamwork assignments, plus extra insights and guidelines to best apply the frameworks to your own environment

Who should attend?

- IP managers/professionals (in-house and private practice)
- Non-IP professionals (R&D managers/directors and business managers)
- In-house lawyers

★★★★★ "Enthusiastic speaker and the cases proposed were extremely well documented."

Mathias Corboz, IP Manager EMEA, ASSA ABLOY AB

★★★★★ "Great course - really helpful. We will be using what we have learnt."

Kati Hudson, Head of IP and contracts, Oxford BioMedica (UK) Limited

★★★★★ "Very knowledgeable and informed speaker, easy to follow. Content very relevant, interesting and potentially applicable to my world."

Louise Dahlerup Fazlagic, IP Manager, GEA Process Engineering A/S

Expert trainer



Arnaud Gasnier



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.

Find out more about Patentopolis [HERE](#).



Introduction and ice-breaker

Strategic management concepts applied to IP

Challenges faced by companies

- Anonymized industry insights from 400+ IP professionals: when setting up strategic IP management the first time
- Implementing the strategy
- Executing the strategy

IP strategy toolbox

- Learn the 'Matrix of IP Strategy Options'
- Link to IA management and innovation
- Apply to real-life cases during teamwork assignments
- Group discussion and feedback

Introduction to DIPS planning methodology

Insights from project management

DIPS planning methodology

- Set-up
- Business alignment
- Market positioning
- IP audit
- Gap/SWOT analysis and prioritisation
- The plan and roadmap
- Apply DIPS planning methodology to three mini-cases
 - (1) SME business-IP alignment
 - (2) Innovation / R&D steering
 - (3) IP planning during cooperation

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to feedback and follow-up after the programme. With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of

designing and delivering the appropriate solution for each client. For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact **Yesim Nurko** on +44 (0)20 7749 4730 or email inhouse@management-forum.co.uk



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Strategic IP Planning

Schedule and prices

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 **Multiple booking discounts** Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.

* Note the early booking discount cannot be combined with any other offers or promotional code

The 'Small Print'

FEE

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

PLEASE NOTE

Falconbury Ltd reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, Falconbury will refund the registration fee and disclaim any further liability.

TERMS AND CONDITIONS

The rest of the 'Small Print', the event cancellation policy and the terms and conditions are on our website, please visit management-forum.co.uk/content/terms-and-conditions



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