IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Strategic IP Planning

21-23 April 27
+ 6-8 October 27

Master the step-by-step methodology to align IP strategy with business goals. This interactive training course with expert coaching includes case studies and practical toolkits for immediate implementation.

Format:
Live online

CPD:
18 hours for your records

Certificate of completion

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 don't currently have a strategy in place or you simply need to develop your current strategy and get management buy-in, this is the training course for you.

This highly interactive course will provide you with the practical knowledge, skills and toolkit 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 training 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 training course fee is access to an online self-assessment survey to help you benchmark your company's (or your client's) readiness regarding IP strategy.

Attendees will have access to some materials prior to the training course (*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 training course
- 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

Benefits of attending

By attending this comprehensive training course you will:

- **Understand** how to implement and execute an IP strategy
- **Learn** the 'Matrix of IP Strategy Options'
- **Get to grips** with a step-by-step planning methodology
- **Explore** the concepts of business alignment and gap analysis
- **Consider** the role of innovation and R&D steering

Who should attend?

This training course will be of particular benefit to:

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

Programme

Day 1

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

Day 2

Introduction to a step-by-step planning methodology

- Set-up. Insights from project management
- Business alignment
- IP audit. Gap analysis
- Market positioning. Option regeneration revisited.

Day 3

Introduction to a step-by-step planning methodology (continued)

- Prioritisation. SWOT analysis
- The plan and roadmap

Apply the planning methodology to three mini-cases

1. SME business-IP alignment
2. Innovation / R&D steering
3. IP planning during cooperation

Presenter



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.

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.

Course dates

21-23 April 27	**Live online** 08:30-16:30 **UK (London)** (UTC+01) *Course code 17124*	GBP **1,399** ~~1,699~~ EUR **1,959** ~~2,379~~ USD **2,251** ~~2,719~~ **Until 24 Feb**
6-8 October 27	**Live online** 08:30-16:30 **UK (London)** (UTC+01) *Course code 17395*	GBP **1,399** ~~1,699~~ EUR **1,959** ~~2,379~~ USD **2,251** ~~2,719~~ **Until 11 Aug**

How to book

Online:
ipi.academy/2022

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

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
IPI Academy (and our training partners) 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, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★☆

The gradual introduction in the framework was a very nice methodology

Steven Vermeir
UNIVERSITY OF ANTWERP
Mar 20 2024

★★★★☆

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

Siim Kinnas
Intellectual Property Advisor
Estonian Business and Innovation Agency
Sep 21 2021

★★★★★

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.
Sep 24 2019

★★★★★

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

Kati Hudson
Head of IP and contracts
Oxford BioMedica (UK) Limited
Mar 19 2019

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through 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 our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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