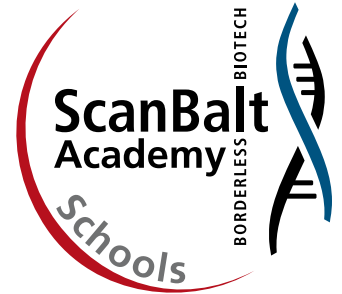


Training Days Research Management

2010
17-18th June and
9-10th September
Berlin, Germany



neoplas 



Greeting

Young scientists at the start of their careers as independent researchers are faced with a multitude of new challenges for which they are generally not well-prepared. Especially in applied natural sciences researchers need to acquire research grants and manage projects, negotiate with industry partners and present their results to various target groups. Therefore this training is dedicated to young natural scientists and research managers to gain knowledge and learn from practical cases in research management. The program consist of four

thematic workshops which will be offered in two modules, one in June and one in September 2010 in Berlin. It is organised by neoplas, a spin off from the Leibniz Institute for Plasma Research and Technology and the Steinbeis-Team Northeast, a company of the Steinbeis network for technology and knowledge transfer in collaboration with the ScanBalt Academy Schools. Welcome!

Frank Graage (Steinbeis-Team Nordost)

Dr. Marko Häckel (neoplas GmbH)

Information

The Training Days will take place in Berlin at the

**DRZF, Charitéplatz 1, 10117 Berlin
17-18th June and 9-10th September**

Directions from train station "Berlin Ostbahnhof":

Rapid Train ("S-Bahn") lines S3, S7, S9, S45 or S75 to "Friedrichstraße", 10 min. walk, total ca. 30 min.

From main station "Berlin Hauptbahnhof":

Bus 147 to stop "Schumannstraße/Luisenstraße".

More information and a map can be found at <http://www.drzf.de>



The Training Days will take place with a minimum number of 15 and maximum 25 participants in order to allow for efficient group work atmosphere. Please bindingly register until May 15 2010 using the registration template at www.steinbeis-nordost.de.

The participation fee amounts to € 1.500 for all 4 days or € 480 for a single workshop plus 19% of value added tax for German participants. ScanBalt members receive a reduction to € 1.300 / € 400. Please note that travel and accommodation costs are not included. Reasonable priced accommodation will be offered. Try to get your participation co-financed through e.g. your graduate school or the employment office.

June 17
10 am - 5 pm

How to manage a research project to get more flexibility and save resources

Workshop Leader: Frank Graage

The project management workshop introduces definitions and principles of scientific project management, such as phases and contents of a project, project planning, steering and controlling, team work issues, as well as risk management. Case studies and a strong involvement

of the participants ensure a stimulating and hands-on workshop atmosphere. Participants encounter managerial tools that make the daily organisational duties easier, offer more flexibility and preserve financial and time budgets – thus releasing resources for research tasks.

Agenda

Topic
Introduction, terms and definitions Special aspects of a scientific project <ul style="list-style-type: none">▪ Visions, aims, strategies
Project management phases I <ul style="list-style-type: none">▪ Project definition▪ Project plan, work breakdown structure
Project management phases II <ul style="list-style-type: none">▪ Work estimation▪ Project schedule and budget Practical exercise <ul style="list-style-type: none">▪ Work breakdown structure and project budget
Project management as a task <ul style="list-style-type: none">▪ Team work▪ Project steering and controlling▪ Risk management Practical exercise <ul style="list-style-type: none">▪ Team work, project controlling and risk management▪ Evaluation and discussion of the results
Time for special topic requests Wrap-up discussion

Special practical input lecture:

Dr. Marko Häckel, PMP, Managing Director, neoplas GmbH:
Professional project management in science – ambition & reality

June 18
9 am - 3 pm

How to make commercial use of research results – define your technology transfer strategy

Workshop Leader: Stephan Hundertmark

In today's knowledge-based society it is commonly accepted that technology-based innovation is critical to create wealth in society. Scientific and technological advances not only provide solutions that improve quality of life through their direct utility, but also fuel the creation of ventures, innovations, and markets that build the capital necessary to support economic growth and generate welfare. The development of technology transfer strategies and the handling of intellectual property (IP) can therefore be highly

relevant both to the individual researcher(s) and to society as a whole.

The workshop is held by European experts from the fields of intellectual property management, technology transfer and IP commercialization. Participants study the pathway from basic research to commercial exploitation as commonly practised in both industry and academia. Real-life case studies exemplify the newly attained knowledge. The participants also learn about the possibilities of protecting and utilising their own know-how.

Agenda

Topic
Fundamentals on innovations <ul style="list-style-type: none">▪ Access and commercialization of research results▪ Defining the value of inventions▪ Claiming IPR in science
Protection and utilization of innovations in business <ul style="list-style-type: none">▪ Constitution of IP value▪ IP strategies/IP-based business▪ Patent example
Technology transfer mechanisms <ul style="list-style-type: none">▪ Research collaboration▪ Licensing▪ Spin-off
Evaluation of the commercialization potential <ul style="list-style-type: none">▪ Introduction to the <i>Indicator Scorecard System</i>▪ Working with the <i>Indicator Scorecard System</i>▪ Practical exercise: commercialization potential
Related case study Wrap-up and panel discussion

Special practical input lecture:

Dr. Tobias Röwf, Manager Leibniz X-Science2Market:

Hands-on experience from the knowledge and transfer center of Leibniz Association

September 9
10 am - 5 pm

How to write a successful EU research proposal

Workshop Leader: Dr. Gertraud Klinkenberg

The workshop is directed towards natural scientists and research managers within the life science sector from both industry and academia with little or no experience in EU research funding. It provides insights into all aspects important for the optimal use of the funding opportunities of the 7th EU Framework Programme: the identification of suitable calls and programmes, the search for project partners and the building of research consortia and

the details of the proposal and evaluation procedure. The workshop includes extensive hands-on exercises, thus giving the participants the opportunity to directly apply and deepen the acquired knowledge. After the workshop, participants will be able to navigate through the “jungle” of EU research funding and to prepare grant applications within FP7 more effectively and successfully.

Agenda

Topic
What are the opportunities of FP7 for researchers? What is an EU work programme and call text? <ul style="list-style-type: none">▪ Practical exercise on identifying and selecting calls
Writing the scientific part of the project <ul style="list-style-type: none">▪ Practical exercise on Part B (work plan)
What are important aspects besides the scientific topics? <ul style="list-style-type: none">▪ Consortium building and European impact▪ Dissemination of results▪ Intellectual property
Where to find the right FP7 information? <ul style="list-style-type: none">▪ Introduction to EU information web sites
Financial issues in FP7 proposals <ul style="list-style-type: none">▪ Financial rules▪ Eligible costs▪ Example calculations
Examples from successful and remarks on rejected proposals Outlook to EU calls Wrap-up and panel discussion

Special practical input lecture:

Merit Grzeganeck, In-house counsel, Legal Affairs, neoplas GmbH:
Technology transfer from the legal prospect

September 10
9 am - 15 pm

How to communicate to different target groups and make use of different media

Workshop Leader: Ute Schlusinske

The workshop introduces state-of-the-art methods for the presentation of research results with a special focus on design and presentation techniques for scientific posters. The participants learn how to prepare a poster step by step: structuring their contents, applying presentation principles and finally designing an attractive and informative poster. Since the workshop is mainly based on practical exercises, the participants are requested to bring along

contents (charts, pictures, tables, texts) from their research projects in order to draft or even design their own scientific poster. The results are presented and analysed in the group. The participants learn how to present their research results to proficiently address their respective target groups at scientific conferences, fairs or popular scientific events.

Agenda

Topic
Fundamentals <ul style="list-style-type: none">▪ Communication goal, target groups, the core message▪ Planning steps
Scientific posters: text <ul style="list-style-type: none">▪ Phrasing the message▪ Title, text blocks, listings▶ Practical exercise: poster text
Scientific posters: layout <ul style="list-style-type: none">▪ Design basics for posters/ using layout templates▪ How to arrange text, pictures and graphics▪ How to direct attention to your poster, how to guide the reader▶ Practical exercise: poster draft
Scientific posters: presentation <ul style="list-style-type: none">▪ How to present a poster at a conference?▶ Practical exercise: presentation and feedback
Summary, time for questions

Special practical input lecture:

Dr. Christian Theel, Senior Project Manager, International Affairs, Leibniz Institute for Plasma Science and Technology e.V.:
Networking with customers and cooperation partners

Lecturers

Frank Graage

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Frank Graage heads the Steinbeis Team Northeast in Rostock, Germany. Together with his team, he offers management and marketing services for research consortia and companies in life sciences in Northern and Eastern Europe. His background is environmental engineering. After four years in an engineering office he attended the management study course “Master of Business & Engineering” (MBE) at the Steinbeis University Berlin. His thesis

focused on SME-consulting services in the field of biotechnology. Since 1999 Frank Graage has managed several national and international life science-oriented research consortia. In 2003 he started his own enterprise within the Steinbeis network. Since then he has been coordinator or partner of several EU projects. Besides, he is evaluator for EU FP7 proposals. He is a member of the ScanBalt Executive Committee and Innovation Task Force and frequent lecturer and coach in the field of technology and innovation management.



Stephan Hundertmark

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Stephan Hundertmark works as a scientific assistant at the Steinbeis-Transfer-Institute for Intellectual Property Management of the Steinbeis University Berlin. His professional responsibility and research interest is in the field of IP management and IP-based business concepts, IP asset valuation as well as innovation management. During his studies of machine engineering at the Technical University Munich he worked for the Fraunhofer Gesellschaft and NATIF Consul-

tancy GmbH. In parallel and after completion of his studies of business administration at the Friedrich Alexander University Erlangen-Nuremberg he worked as project manager at PATEV GmbH & Co. KG, Munich. Stephan Hundertmark holds teaching positions at the Robert Schuman University Strasbourg and the Universities of Applied Sciences Stralsund and Amberg-Weiden. He spent a research visit at the Center for Intellectual Property Studies (CIP) Gothenburg and is lecturer for IP management at various institutions.



Lecturers

Dr. Gertraud Klinkenberg

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Gertraud Klinkenberg is a project manager at the Steinbeis Team Northeast, Rostock. She holds a PhD in applied marine ecology. At Steinbeis Team Northeast Rostock, Gertraud is responsible for project investigation and acquisition. After her PhD studies she worked as a marine biology postdoc and scientific assistant at the University of Rostock. Gertraud then shifted to the Chamber of Commerce and Industry Rostock, being responsible for

the involvement of SMEs into European Research Framework Programmes (FP4, FP5) and for the Euro Info Centre Mecklenburg-Vorpommern. As Steinbeis Team Northeast is a member of the Enterprise Europe Network Mecklenburg-Vorpommern, she represents Steinbeis within that regional network. Gertraud has international lecture experience in the field of EU FP7 application management from a variety of seminars and lectures in both Germany and the Baltic Sea Region.



Ute Schlusinske

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Ute Schlusinske studied German language and literature, business and communication studies from 2000 to 2007 in Greifswald, Germany and Padova, Italy (Master degree in 2007). Afterwards she worked for two years as a lecturer for German Language and Communication at the University of Greifswald. Since 2007 she has been working as Assistant Manager for Public Relations at BioCon Valley®, the Initiative for Life Science and health economy of the German federal state Mecklenburg-Vorpommern. In 2009

Ute Schlusinske has been self-employed in the area of Marketing and Communication with a focus on press and media relations work. Among that she offers PR and communication workshops to scientists in cooperation with the Steinbeis-Team Northeast.



Contact and Registration

*Please find the registration form at
www.steinbeis-nordost.de
or contact*

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Registration deadline: **May 15, 2010**

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