



Corporate Engagement Intensive Course

December 9

New Orleans BioInnovation Center
New Orleans, Louisiana



Corporate Engagement Intensive Course

Welcome to New Orleans. During this learning forum we'll discuss the ways we can build the skills and resources necessary to initiate, execute and manage corporate engagements.



2019 Corporate Engagement Intensive Program Committee

Program Chair:

James Zanewicz, JD, LLM, RTTP, *Tulane University*

Committee Members

Clay Christian, PhD, *Tulane University School of Medicine*

Nicole Honoree, RTTP, *Louisiana State University*

Holly Meadows, JD, *Walding LLC*

About AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals, throughout their careers, to support the development of academic research that changes the world. AUTM's community is comprised of more than 3,000 members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

The AUTM Corporate Engagement Intensive Course is made possible in part by the generous support of:



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- **DON'T** speak or act on behalf of AUTM or any committees unless specifically authorized to do so.
- **DON'T** participate if you think something is improper.
- **DO** alert the AUTM Chair, CEO, or legal counsel to any concerns about competitively sensitive information.

Meeting Agenda

Monday, December 9

8 – 9 a.m.	Registration	interest, preparation of appropriate marketing materials (non-conf. vs. pitch decks), the importance of competitive intelligence, and the key data needed.	
Location:	The New Orleans BioInnovation Center (NOBIC)		
9 – 9:05 a.m.	Welcome and Introductions	10:15 – 10:45 a.m.	Break
Location:	NOBIC Conference Room, First Floor	Location:	Conference Room Foyer
Course Moderators:	Clay Christian, <i>Business Development Officer, Tulane University Medical School</i> Jeanette Weiland, <i>Senior Director of Bio Business Developments and Strategy, New Orleans Business Alliance</i>	10:45 – 11:30 a.m.	Partnering on Campus
		Location:	NOBIC Conference Room, First Floor
		Moderators:	Clay Christian, <i>Business Development Officer, Tulane University Medical School</i> Jeanette Weiland, <i>Senior Director of Bio Business Developments and Strategy, New Orleans Business Alliance</i>
9:05 – 9:30 a.m.	Corporate Engagement Overview and Life Cycle	Speaker:	Marc Sedam, <i>Associate Vice Provost for Innovation and New Ventures, University of New Hampshire</i>
Location:	NOBIC Conference Room, First Floor	So, you've decided to bring a confluence of corporate and investment partners to campus, and don't know what this should look like – or what the first step would be to figure it out. This session will help you think through the possibilities, and provide take-away ideas you can implement.	
Speaker:	Sacha Patera, <i>Associate Vice President, Rutgers Corporate Engagement Center</i>		
As the scope of technology transfer/knowledge transfer has expanded, so has the breadth of the lifecycle of corporate engagements – and how we handle them. This session will set the stage for the full day of best practices and information that follow.			
9:30 – 10:15 a.m.	How to Do Your Homework	11:30 a.m. – 12:15 p.m.	Partnering Off Campus
Location:	NOBIC Conference Room, First Floor	Location:	NOBIC Conference Room, First Floor
Moderators:	Clay Christian, <i>Business Development Officer, Tulane University Medical School</i> Jeanette Weiland, <i>Senior Director of Bio Business Developments and Strategy, New Orleans Business Alliance</i>	Moderators:	Clay Christian, <i>Business Development Officer, Tulane University Medical School</i> Jeanette Weiland, <i>Senior Director of Bio Business Developments and Strategy, New Orleans Business Alliance</i>
Speaker:	Sharon Semones, <i>Advisor- Academic Search/ Evaluate, Eli Lilly</i>	Speaker:	Doug Hockstad, <i>Assistant Vice President, University of Arizona</i>
Industry partners are looking at technologies earlier in the innovation life-cycle, more than ever before. Additionally, the increasing commonality of industry-academic partnerships requires university technical assessments beyond market analysis in order to land a first meeting. In this session, industry experts will share what they need when they are approached about academic opportunities, including: identifying common (and specific) areas of		In this session, you'll have the opportunity to pose questions and challenges to the room. Framing questions should be kept to a minute, and each topic will receive no more than ten minutes of discussion. This brainstorming session is sure to be engaging with industry, VC and corporate relations onboard.	
12:15 – 1:30 p.m.	Lunch		
Location:	NOBIC Courtyard		



Meeting Agenda

1:30 – 2:30 p.m.

How to Do Follow-up

Location

NOBIC Conference Room,
First Floor

Speaker:

Clay Christian,
*Business Development Officer,
Tulane University Medical School*

After meeting with a potential partner and learning his or her specific needs, the deep dive into your assets and strengths begins. Managing follow-up is especially important after high-volume events like partnering forums. Strategies for follow-up from academic and corporate perspectives will be provided, including: timelines, methods, types of information to provide, and tactics for managing events.

2:30 – 3 p.m.

Alliance Management

Location:

NOBIC Conference Room,
First Floor

Moderators:

Clay Christian, *Business Development Officer,
Tulane University Medical School*
Jeanette Weiland,
*Senior Director of Bio Business
Developments and Strategy,
New Orleans Business Alliance*

Speaker:

Kristine Haskett,
*Executive Director,
Strategic University Priorities,
Tulane University*

Hooray! You've had a success and now have a signed agreement and a formal corporate engagement. But your work has just begun. Our world involves constant strategic thinking on alliance management, making sure the ongoing needs of our partners are being met, and the creation of an enterprise experience that will keep a corporate partner engaging with your university over and over again. This session will provide the basics.

3 – 3:30 p.m.

Networking Break

Location:

Conference Room Foyer

3:30 – 4:15 p.m.

Metrics and Communicating Your Success

Location:

NOBIC Conference Room,
First Floor

Moderators:

Clay Christian,
*Business Development Officer,
Tulane University Medical School*
Jeanette Weiland,
*Senior Director of Bio Business
Developments and Strategy,
New Orleans Business Alliance*

Speaker:

Nicole Honoree, RTTP,
*Assistant Vice Chancellor,
Economic Development and
Strategic Initiatives, Louisiana
State University*

You've identified a partner (or more!), pitched them, been on and off campus, done your follow-up, formalized a relationship and initiated an alliance management strategy. Whew. Think you're done? Not Quite! This panel will help you identify appropriate metrics to use, and teach you how to communicate them to promote your successes.

4:15 – 5:15 p.m.

The Conversation: Ways to Engage SME's

Location:

NOBIC Conference Room,
First Floor

Moderators:

Clay Christian,
*Business Development Officer,
Tulane University Medical School*
Jeanette Weiland,
*Senior Director of Bio Business
Developments and Strategy,
New Orleans Business Alliance*

Speakers:

Katie Acuff,
*Associate Vice President for
Advancement, Tulane University*
Cartier Esham,
*Executive Vice President,
Emerging Companies, BIO*
Lili M. Portilla,
*Director of Strategic Alliances,
National Center for Advancing
Translational Sciences, NIH*
Michael Weingarten, *Director,
National Cancer Institute / SBIR
Development Center*

After a day full of tools and tips, it's time for us to wrap up with a peek into AUTM's 2020 event – The Conversation: A Leadership Forum. Representatives from the SBIR programs at the National Cancer Institute and National Center for Advancing Translational Sciences will join a small company rep and development/gifts officer. We'll discuss ways we can work together to initiate more relationships with small & medium enterprises that help them achieve their funding and commercialization goals and advance our corporate engagement initiatives.

5:15 – 6:30 p.m.

Closing Reception

Location:

NOBIC Courtyard

Mix, mingle and network - continue to analyze a topic from the day, advance an existing discussion or deal, or initiate a brand new collaboration.

