



AUTM INTERNATIONAL TRAINING PROSPECTUS

AUTM INTERNATIONAL TRAINING

AUTM is the non-profit leader in efforts to support and advance knowledge/technology transfer (K/TT) worldwide.

For more than three decades, AUTM has assisted dozens of countries in the growth and development of Knowledge/Technology Transfer capacity building, including Chile, Egypt, Hong Kong, Mexico, South Africa, South Korea, Spain and Thailand. It's AUTM's diverse Membership, composed of more than 3,000 professionals, from 60+ countries, that helps the Association provide unprecedented insight into the global K/TT Ecosystem.

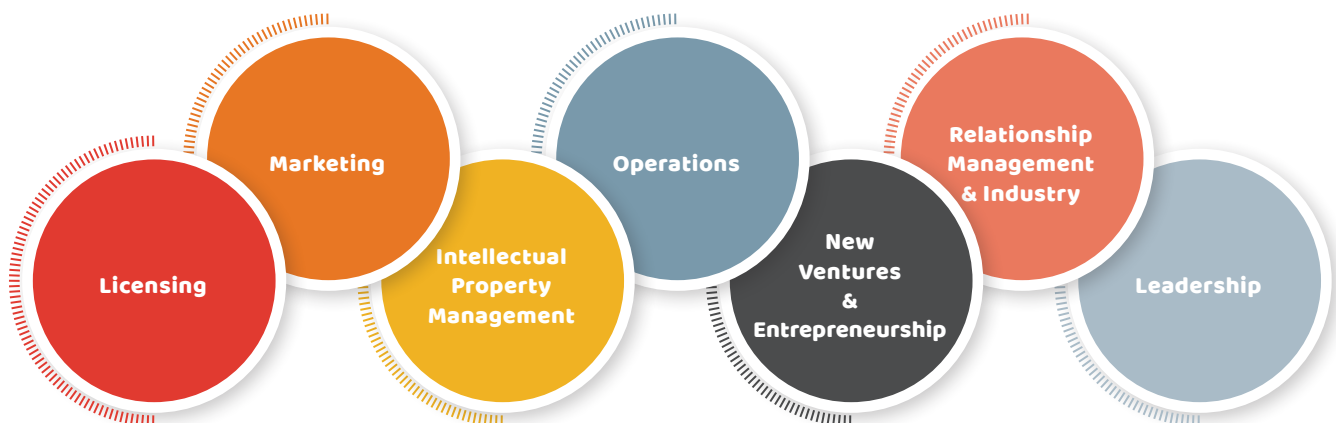
AUTM is committed to training the next generation of professionals and has developed more than 10 courses and more than 200 webinars to support K/TT education.

HOW AUTM CAN HELP YOU

AUTM has developed a wide range of international education programs that can be customized to meet your office's needs, delivered on-site or virtually. We can work closely with an entire region or country to deliver metrics for benchmarking, as well as provide senior AUTM consultants for short- or long-term engagements to assist in establishing or reinforcing K/TT best practices.

CUSTOMIZED PROFESSIONAL DEVELOPMENT COURSES

Professional education has been a key area of AUTM's expertise for more than 30 years. As a result, AUTM has identified seven core areas in which all technology transfer professionals must be well versed to be successful.



WHAT OUR INTERNATIONAL STUDENTS HAVE TO SAY:

“ I want to extend my heartfelt thanks to AUTM for conducting the Technology Valuation Course in Hong Kong. It was informative and surely enhanced my knowledge. I appreciate the advice, which made me consider [this work] from different angles and be more open-minded. Thank you for this valuable experience. ”



**Dr. Wen Wu, Functional Head of Knowledge Transfer,
Research Services and Knowledge Transfer Office, University of Macau
2023 Hong Kong Training Session attendee**

“ Witnessing such a dynamic and impactful exchange of ideas and perspectives was nothing short of inspiring. More than just advancing our professional skills, [AUTM's] presence helped forge a stronger bond between our communities. This deeper connection is something we cherish and look forward to nurturing further. ”



**Kelvin Wong, Director of Knowledge Transfer and Entrepreneurship
Hong Kong Polytechnic University (PolyU)
2023 Hong Kong Training Session attendee.**

“ We have learned about AUTM Essentials of Academic Technology Transfer including Innovation assessment, all the legal agreements, the start-up license and office KPIs. I am looking forward to continuing this great experience.... Egyptian professionals have seen how technology transfer is executed in America and I am sure there are a lot of things we can adopt after some modifications to match our Egyptian culture. ”



**Noha Afifi, Manager
Center of Innovative Technology (CINTECH), Egypt-Japan University of Science and Technology
2023/2024 Egyptian Training Program**

“ The technology transfer course was a game-changer. It equipped me with the knowledge and skills to bridge the gap between innovation and implementation, positively impacting both my career and personal sense of accomplishment. This course is a must for anyone involved in technology transfer. It's not just about the mechanics of the process - it equips you with the skills and knowledge to make a real difference. ”



**Sally El-Awdan, Professor of Pharmacology
National Research Centre Cairo
2023/2024 Egyptian Training Program**

WHAT WE OFFER

Live Virtual Training

Online training is offered monthly by AUTM and can be accessed globally. An extensive library of on-demand training webinars is also available online.

- [AUTM recorded webinar training](#)
- [AUTM on demand courses](#)

The All-Access Webinar Pass

If you want to delve deeper into specific technology transfer topics, AUTM can provide access to all 200+ of its online training webinars under an all-access pass subscription.

In-Person Workshops

AUTM's training repertoire includes broad, foundational modules and courses on advanced, specialized topics. While these courses follow a set of standard learning objectives, they can be tailored to fit the needs of any audience. For international programs, AUTM works together with a team of experts and partners to ensure the training is relevant and relatable to the host country. Program participants are typically staff from university K/TT offices (K/TTOs), technological institutes and research centers that have responsibility for innovation, as well as government officials who are interested in learning more about how K/TT can enable economic development.



THE BENEFITS OF HYBRID TRAINING

AUTM can conduct live training in a virtual environment, eliminating the need for travel expenses. Our core training courses can be offered online, across 4 days, with 2.5 hours of instruction each day. The courses are taught live by experienced instructors. Students can interact in real-time with the instructors. Alternatively, students can participate in one of our recorded on-demand courses at their own pace. AUTM will schedule a 2-hour live session with an instructor for an interactive question and answer session.

FULLY CUSTOMIZED TRAINING PROGRAMS AND SCHEDULES

AUTM can accommodate any schedule for in-person training. Examples include:

- 1 full day training on one topic
- 2–3-day training on one or two topics
- 5-day training schedule
- 10-day training schedule

AUTM’s international training programs may include:

- Customized professional development courses
- Webinars and on-demand courses
- Fellowships
- Benchmarking services
- Consulting services

AUTM’S MOST SOUGHT-AFTER COURSES

Essentials of Academic Technology Transfer Course

The Essentials Course is recommended as the first piece of training as it builds the fundamental skills and necessary resources to evaluate inventions and negotiate license agreements.

Technology Valuation Course

AUTM’s Technology Valuation Course teaches the fundamental principles of how to construct the financial terms that go into a license.

Fundamentals in Negotiations

This course covers basic licensing negotiation principles, fundamental negotiation tactics (including negotiation preparation, drafting initial offers, setting internal and external expectations), and the principles of collaborative negotiations.

Negotiation Strategies and Tactics

This course covers advanced negotiation techniques, including the elements of collaborative and competitive negotiations.

Practical Negotiations

This course covers advanced negotiation techniques, including practical responses to proposed licensing term objections, both financial and non-financial, communication modalities, negotiating without leverage and firm price contracts.

Operations Course

This course covers basic and advanced topics in compliance, various types of licensing agreements, disclosures, patent filing strategies, data management and finance issues related to running a technology transfer office.

Successful Practices of Small TTOs

This course teaches attendees how to make the most out of a small office with limited resources.

Software Course

Ideal for both newcomers and experienced practitioners, the course provides an overview of basic principles and a study of best practices, emerging models and actual cases.

Startup Business Development Course

The Startup Business Development Course is designed to provide participants with the best available methods and insights needed to achieve success at each stage of the startup process.

OTHER SERVICES TO SUPPORT YOU

Surveys and Benchmarking

Benchmarking activities may include both primary and secondary data gathering and analyses by AUTM experts to measure your success. Benchmarking can include two different approaches:

- 1.** The creation of a customized licensing survey that includes questions that provide your office with national and global comparisons to other countries.
- 2.** Benchmarking for your TTO provides you with a set of customized questions focused on functional aspects of your TTO and institution.

Consultancy

The AUTM Community includes subject matter experts in innovation and K/TT you can employ as consultants for short- or long-term benchmarking and strategic and operational planning projects.

Strategic Planning may help you with your:

- Vision, mission and goals
- Strengths, weaknesses, opportunities and threats

Operational Planning

Consultants can conduct in-country visits and ongoing communication to produce tactical plans that include advice on:

- Organizational plans and staffing
- Office operations
- Faculty engagement
- Intellectual property (IP) asset management
- Business development
- Metrics
- Operational budgeting
- IP protection budgeting

Access to AUTM's Four-Volume Technology Transfer Practice Manual, which includes:

- Best practices and agreement templates,
- US Laws and regulations,
- Managing a K/TTO,
- Managing the invention disclosure, review and protection process, and
- Managing specialized or complex issues.

FOR MORE INFORMATION, PLEASE CONTACT:

Barbara Gunderson

AUTM Strategic Programs Officer

bgunderson@autm.net

+1-202-960-1784





AUTM
712 H STREET NE
SUITE 1611
WASHINGTON DC 20002
+1.202.960.1800
INFO@AUTM.NET