Module 4 – Negotiation and communication

Objectives:

- Master KTT main objective: Delivering a high quality training covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.
- The training covers all domains related to the activities related to knowledge and technology Licensing in and Licensing out.

Target audience:

- TT managers
- Project managers
- Business managers
- IP experts or IP lawyers

Trainer(s):

IP Director / Vice President Licensing

Prerequisite(s):

Having a first experience with Technology Transfer.

TRAINING CONTENT

Communication and Team Management

- Coaching and conflict management
- Communication with people from different backgrounds
- External stakeholders: communication & management
- Networking

Managing Technology Transfer in a Multicultural Environment

- Managing a collaborative partnership in a multicultural environment
- Dealing with US, Japanese & Chinese TT managers
- Use of translators

Negotiation

- Preparing for negotiation
- Simulation of a first contract for setting up an international partnership
- Analyzing a negotiation strategy

We accept the registration for separate modules. The request should be send at least 8 day before the start of
training session. Contact us!