

# ASTPPROTON<sup>®</sup>

KNOWLEDGE TRANSFER EUROPE

Annual Conference | 20-22 May 2015 | Istanbul, Turkey

## The Science of Marketing Science

Trainer: Jane Muir

Wednesday, 20 May 2015

Istanbul - Turkey

12.30 – 13.00: [Registration](#)

13.00 – 13.30: [Introduction & Overview of Marketing](#)

An introduction to the instructor and a brief overview of marketing fundamentals and their role in technology transfer will be provided.

13.30 – 14.30: [Marketing Your Technologies](#)

This session will explore how to identify and communicate the value proposition of your technologies to your potential licensees in order to motivate them to license. We will look at how to develop effective technology titles & descriptions and explore some common misconceptions about marketing.

14.30 – 15.30: (Including coffee break) – [Features & Benefits](#)

We will explore the difference between features & benefits and how to relate the two to develop effective feature benefit statements that communicate the unique value proposition of your technologies.

15.30 – 16.15: [Importance of Branding](#)

Every office has a brand whether they know it or not. This session will explore the elements of your brand and the importance of ensuring your brand positively reflects your office

16.15 – 16.45: [Social Media](#)

We will discuss the many facets of social media and look at several best practices utilized by technology transfer offices.

16.45 – 17.00: [Question & Answer Session](#)

Individuals will have the opportunity to ask questions of the instructor and other participants in the class providing an informal exchange of best practices.