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So you want to host a Partnering Forum?

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What are AUTM Partnering Forums?

- **AUTM Partnering Forums are specialized networking events that:**

  - Focus on a specific industry sector
  - Have a national (or international) scope
  - Are designed to foster networking and dialogue on partnering best practices between industry and academia
  - Are medium-sized (50-75 attendees)
  - Are "hosted" by an AUTM member institution

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Slide 1

Example Partnering Forums

Past Forums
- Medical Imaging
- Oil & Gas
- Aerospace Engineering
- Medical Devices (Neurologic and Orthopaedic)
- Animal Health & Nutrition
- Communications
- Crop Productivity
- Smart Power & Energy Storage

Pending/Proposed
- Neurodegenerative Diseases
- Cybersecurity
- Food Science
- Animal Health & Nutrition II

Note: markets are not too broad, not too narrow

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Slide 2

What are the goals of Partnering Forums?

- **Primary**
  - Partnering: meeting one-on-one; reviewing industry needs, available technologies and collaboration opportunities; national/int'l focus

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  - Learning about the industry: future trends, challenges, partnering structures, etc.

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- **Secondary**
  - Learning about the industry: future trends, challenges, partnering structures, etc.

- **Tertiary**
  - Showcasing your university's abilities and leadership in the sector. However, this should be considered a side benefit of hosting an event, and not be a significant part of the formal program.

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Two possible hosting formats

- **Single Host**
  - One university leads proposal submission; event would typically be hosted on or near their campus.
  - Planning committee consisting of people from several different universities and companies would still need to be formed.

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Two possible hosting formats

- **Single Host**
  - One university leads proposal submission; event would typically be hosted on or near their campus (presumed cost savings).
  - Planning committee consisting of people from several different universities and companies would still need to be formed.

- **Team Hosting**
  - Two to Four universities and/or companies would lead a proposal submission; these may be best suited for "neutral site" locations, perhaps timed with another significant event in the industry.
  - May be halfway to your planning committee already
  - May need increased sponsorship budget

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Poll

Would you be interested in potentially hosting an event?

- Yes, we are planning/preparing a proposal
- Yes, we are considering/would consider a proposal to host on our campus (single host)
- Yes, we are considering/would consider a proposal to co-host with other universities (team host)
- I've just been told to sit in on this webinar and get information
- No, we're mostly interested in attending

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Single Host example

- **Crop Productivity, University of Saskatchewan**
  - September 28-29, 2016
  - Radisson Hotel in Saskatoon
  - Timed with Global Biotech Week
  - 8 member planning committee – half university, half industry
  - 68 attendees
  - Exceeded sponsorship budget; sponsors included BASF, Wellspring and multiple law firms; was also supported by Canadian federal grant
  - Corporate attendees included: Syngenta, BASF, Bayer CropScience, Dow AgroSciences, Marron Bio, Novozymes

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Team Host example

- **Animal Health & Nutrition, Kansas City, MO**
    - September 1-2, 2015, Kansas City Marriott Downtown
    - Co-"hosted" by Auburn University and Kansas State University
    - Timed with KC Animal Health Corridor events, including Inv. Forum
    - Built off of tech transfer event run by KSU
    - 9 member planning committee – 4 university, 5 industry
    - 75 attendees
    - Exceeded sponsorship budget;
    - Sponsors included Zoetis, Merck, Elanco, Boehringer Ingelheim, Wellspring, TechAccel, MVS, Planning Committee universities
    - Additional attendees: ThermoFisher, Cargill, Mars Pet, Abaxis
    - Ended with optional trip to Royals game

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Not sure of the best model for you?

Try Customer Discovery

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Proposal Submission

- **RFP**
  - https://www.autm.net/AUTMMain/media/Events/Documents/AUTMPartneringForumRFP_9-23-15.pdf
- **Submit 8-12 months before proposed date of event**
  - Can be an iterative process

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  - Letters of support
  - Plan for a planning committee

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- **Must demonstrate industry interest (min. 3 requested)**
  - Letters of support
  - Plan for a planning committee
- **When considering various aspects of a proposal, ask**:
  - Will it attract industry reps to attend?
    - *University reps will typically follow*
  - Is it supportable from a budgetary standpoint?

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Partnering Forum Responsibilities

- **Host(s)/Committee Responsibilities**
  - Forming planning committee; having regular calls
  - Setting format, including agenda, speakers and content
  - Recruiting industry & university attendees
    - Generating list of potential attendees; Phone calls! Emails!
  - Recruiting sponsorship (Phone calls! Emails!)
  - Providing recommendations for facilities

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- **AUTM Responsibilities**
  - Hotel/conference contracts
  - Broad marketing efforts
  - Expenses

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Program Format Guidelines

- Welcome reception first evening
- Major programming second day, roughly 7a – 5p

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Program Format Guidelines

- Welcome reception first evening
- Major programming second day, roughly 7a – 5p
- Must ensure ample opportunities for one-on-one partnering and general networking
- Some formal programming (speakers, panels)
    - Challenges in the industry
    - How companies/universities interact
    - Focus on key subsectors
    - Unmet needs
    - Success stories
    - Future trends

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    - Focus on key subsectors
    - Unmet needs
    - Success stories
    - Future trends
- Can have optional events before or after formal program, either social or showcase

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Possible Partnering Forum Topics

- Digital health (wearables, IT)
- Oncology
  - Or subset (e.g., immunotherapy)
- Vaccines
- Industry-sponsored clinical trials
- Microbiome / probiotics
- Drug delivery
- POC Diagnostics
- Biomedical engineering (or subset)

- Water technologies
- Electronics (or subset)
- Big data
- Financial tech / ecommerce
- Robotics
- Sensors (or subset)
- Materials (or subset)
- Chemicals (or subset)
- Nanotechnology (or subset)
- Consumer Products

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Poll

What topics would you be interested
in possibly attending?

- Digital health (wearables, IT)
- Oncology (or subset)
- Industry-sponsored clinical trials
- Biomedical engineering (or subset)
- Vaccines

- Big data
- Financial tech / ecommerce
- Sensors (or subset)
- Materials (or subset)
- Water technologies

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Interested? Questions?

Brian Wright: wrighb3@auburn.edu

http://www.autm.net/events-courses/autm-partnering-forums/

Or stop by SIG 18 (Tuesday 9am; Room 214)
at the AUTM Annual Meeting

Thank you

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