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**AUTM Professional Development Programs**

**Request for Training**

Thank you for your interest in AUTM’s professional development programs. Please complete this application to help us understand your professional development and training needs. Your application will be reviewed by the International Professional Development Committee. Allow 2-3 weeks for the review process. If you have questions please contact AUTM’s Professional Development Manager,

Barbara Gunderson, [bgunderson@autm.net](mailto:bgunderson@autm.net), +1-847-559-0846.

**PROFESSIONAL DEVELOPMENT TRAINING APPLICATION**

**CONTACT INFORMATION**

Organization Name: Click here to enter text.

Address: Click here to enter text.

Contact Name: Click here to enter text.

Title: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Skype: Click here to enter text.

**ORGANIZATION INFORMATION**

Non-Profit For Profit

Organization Size: Click here to enter text.

Year organization was founded: Click here to enter text.

Organization Mission: Click here to enter text.

Membership description/information: Click here to enter text.

Budget for AUTM Educational Services:   
Please indicate the amount of funding available for this program: Click here to enter text.

Project funding – government supported/private funding: Click here to enter text.

Goals and objectives for this program: Click here to enter text.

**SERVICES REQUESTED**

**AUTM training services generally begin with a selection of AUTM standard or customized courses. Training may be followed by additional services including fellowship programs and professional consulting services.**

**AUTM Courses**

A listing of available AUTM standard courses is below.

**Customized workshop, seminar**

AUTM can customize curriculum to meet the needs of the organization.

**Fellowships and practica**

Following AUTM basic training, fellowship programs can be provided with host organizations identified by AUTM for 1-3 months.

**Professional Consulting Services**

AUTM can provide experienced consultants to work with an organization on benchmarking, strategic planning and operational plans.

**LOGISTICAL INFORMATION**

Expected number of days for training

1-2 days

3-4 days

5 or more

* Expected dates for training: Click here to enter text.
* Number of expected students for each course/workshop: Click here to enter text.
* Location and venue for training: Click here to enter text.
* Will simultaneous translation services be needed? Click here to enter text.
* Will the training be open to other organizations? Click here to enter text.

*Listed below are the current, internationally recognized AUTM courses. AUTM also offers customized courses in every area of technology transfer and commercialization. Customized courses are developed in collaboration with the partnering organization.*

Please indicate the AUTM Courses you are interested in offering:

**AUTM Standard Course Descriptions**

**AUTM Essentials of Academic Technology Transfer CourseSM**

AUTM Essentials of Academic Technology Transfer Course is intended for professionals who are new to technology transfer. The workshops are designed to follow the lifecycle of academic technology and will cover a range of topics, providing a foundation for the licensing process. The topics covered provide value for any person working at or working with university technology transfer. The Essentials Course uses a mix of instruction, case discussions and small-group interactions to maximize useful learning and networking opportunities.

**AUTM Technology Operations and Organization Licensing Skills CourseSM**

The TOOLS Course, designed for technology transfer office administrative and support staff, features workshops that provide a clear understanding about academic technology transfer and patent and licensing processes. Presenters will address specific issues such as compliance, iEdison, data management, office operations, including budgets, royalty tracking and disclosure processing, and the basics of intellectual property.

**AUTM Software CourseSM**

The AUTM Software Course is designed specifically for technology professionals who work with software, digital media, databases, electronic data, Web sites and an array of university information products. Go back to your office with tools to improve your success in managing information products.

**AUTM Marketing CourseSM**

Although marketing takes many forms from one licensing office to the next, it is always an essential element of every successful technology licensing operation. Some offices are fortunate enough to have trained marketing professionals dedicated to this function. Most do not. Regardless of resources, the goal for this course will be to present an overview of marketing concepts and ideas so you can gain a better understanding of how these concepts can be successfully implemented in your office to enhance your overall effectiveness.

**AUTM Negotiations CourseSM**

The AUTM Negotiation Course is designed for beginner to intermediate technology licensing professionals with up to three years of experience. No prior background in negotiation is required. The curriculum for this course will cover both the theory and the practice of negotiation. The course will examine basic concepts from psychology, but it will also address real world scenarios through active participation.

**AUTM Technology Valuation CourseSM**

The course will focus on the basic concepts and tools of valuation – cost, comparables, NPVs and equity. A number of case studies will be discussed.

**AUTM Startup Business Development CourseSM**

The Startup Business Development Course is designed to provide participants with the best available methods and insights for achieving success at each stage of the startup process. The content of the course will be prepared and presented by experienced professionals who have survived numerous startups during their careers. Interactive sessions are included to provide participants an opportunity to practice negotiating and other skills. The course will be of particular interest to those who are expanding programs to include startup creation.

**AUTM Advanced Topics in Startup Business Development CourseSM**

Variation of basic startup course

The Advanced Topics in Startup Business Development Course is designed to provide participants with advanced methods and insights for achieving success at each stage of the startup process. The content of the course will be prepared and presented by experienced professionals who have survived numerous startups during their careers. Interactive sessions are included to provide participants an opportunity to develop expert-level performance. The course will be of particular interest to those who have experience or are expanding programs to include startup creation and are looking for an opportunity to improve their knowledge base and expand their repertoire of startup problem-solving techniques.

**AUTM Graduate CourseSM**

*(Also known as Advanced Topics)*

The curriculum is designed for technology transfer professionals with three or more years of experience. Session themes may include such topics as: understanding your customer, intellectual property updates, marketing and market intelligence, licensing policies and strategies and startups and economic development. The course format and size provides a challenging learning environment with outstanding speakers and participants. Topics are developed to avoid repetition and advance knowledge from previous courses.

**Customized Curriculum**

To be developed in collaboration with the partnering organization to meet the needs of the students.