

Workshop Concept

Workshop on Science-to-Business Marketing and successful Partnering

Key Account Management and Customer Relationship Management in Universities

Vantaa, 22. January 2009

FINPIN Finnish Entrepreneurship and Innovation Network for Higher Education

www.finpin.com

Welcome

Workshop on Key Account Management and Customer Relationship Management in Universities

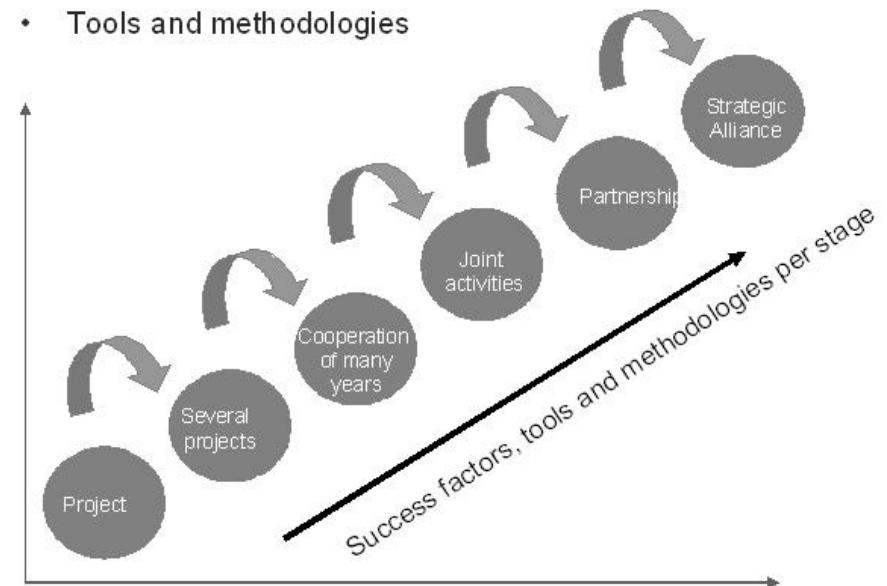
Partnering and Science-to-Business Marketing are the key factors for future University-Industry Interaction. And applying modern concepts to support those processes will lead a University to new dimensions in success.

Key Account Management is one of those concepts, but it has to be adapted to the University system. Also **CRM** could be used, but the IT based software which is available is not applicable to Universities. Thus MUAS further developed it into a **PRM** system.

Features of the Workshop

- Presentations and discussions will get the participants introduced to innovative concepts
- A potential action plan will be created for ARENE
- Photos, a documentation and minutes will be provided after the workshop.

- Detailed assessment and recommendations based around the different stages of partnering
- Critical success factors identified
- Tools and methodologies



Partnering Model
MUAS Münster University of Applied Sciences

22. January 2009

time	stage	target	content	acting
9:30 – 10:00am	Registration and Coffee			
10:00am – 10:20am	Welcome	<ul style="list-style-type: none"> To get to know each other and the target of the day 	<ul style="list-style-type: none"> Welcome address to participants Objectives of the Workshop Procedures to follow 	Pentti Rauhala Thomas Baaken
10:20am – 10:40am	Presentation Introduction	<ul style="list-style-type: none"> Setting a common knowledge grounding 	The system of Applied Universities in Finland	Sakari Kuvaja
10:40am – 11:20am	Presentation Introduction	<ul style="list-style-type: none"> Setting a common knowledge grounding 	Partnering and Marketing concepts in Knowledge Transfer and University-Industry Interaction	Thomas Baaken
11:20am – 11:40am	Coffee break			
11:40am – 12:00am	Clearing	<ul style="list-style-type: none"> Getting to new dimensions 	Questions and answers with the participants	all
12:00am – 12:30pm	Presentation	<ul style="list-style-type: none"> Introduction to the real world 	Key Account Management at the Münster University of Applied Sciences	Carsten Schröder

time	stage	target	content	acting
12:30pm – 1:00pm	Clearing	<ul style="list-style-type: none"> Learning the concept in its application in the daily work 	Questions and answers Discussion with the participants	all
1:00pm – 2:00pm	Break for lunch			
2:00pm – 2:30pm	Presentation	<ul style="list-style-type: none"> Introduction to the real world 	CRM/PRM Customer Relationship Management and Partner Relationship Management at the Münster University of Applied Sciences	Thomas Baaken
2:30pm – 3:00pm	Clearing	<ul style="list-style-type: none"> Learning the concept in the daily work 	Questions and answers Discussion with the participants	all
3:00pm – 3:15am	Coffee break			
3:15pm – 3:30pm	Presentation	<ul style="list-style-type: none"> Introduction to challenges and problems 	Traps and obstacles and how to overcome problems	Carsten Schröder
3:30pm – 4:00pm	Clearing	Learning about stumbling blocks	Questions and answers Discussion with the participants	all
4:00am – 4:30pm	Discussion and timetable	Working session	Applying the knowledge to ARENE	Sakari Kuvaja Thomas Baaken
4.30pm	End of Workshop			

Presenter

Thomas Baaken

Prof Thomas Baaken (PhD, MA) holds a position as Tenure Professor in Technology Marketing at the Münster University of Applied Sciences since 1991.

1998-2003, Thomas Baaken held the position of the Deputy Vice Chancellor (Vice-Rector) Research and Tech-Transfer at the Muenster University of Applied Sciences. He was responsible for Research Strategies and Programs, industrial liaison, entrepreneurial activities, links to the European Community, technology transfer, and the marketing of the university research as well as relationships and networks.

Thomas lived in Adelaide and is appointed as Adjunct Professor at the Education Centre for Innovation and Commercialisation (ECIC), The University of Adelaide.

Since 2002 he runs a government funded "Science-to-Business Marketing Research Centre", which is based in Germany.

.Thomas was appointed as Leader of the European Union (EU) working group "University Interaction with Industry", which published the Handbook "Responsible Partnering – A guide to better practices for collaborative research and knowledge transfer between science and industry" under ProTon Europe.



Carsten Schröder

(Economic Geographer) is the managing director of the private operating "Research Transfer Agency of the Münster University of Applied Sciences LtD" (Transferagentur der Fachhochschule Münster GmbH) since 2004. The university has bundled all operational research and technology processes in this independent agency. In his role Carsten Schröder also is coordinating several regional and line-of-business oriented innovation networks.

2008 Carsten had been appointed as Deputy Vice President of MUAS for Knowledge Transfer and Partnering strategies.

Since 2007 Carsten is Member of the Board of Directors of the NRW Innovation Alliance, a strategic technology transfer unit of 24 universities in North Rhine-Westphalia.

Before he started to work for the technology transfer branch of the Münster University of Applied Sciences in 2001 Carsten worked for the German Foundation for Sustainable Environment Development.

