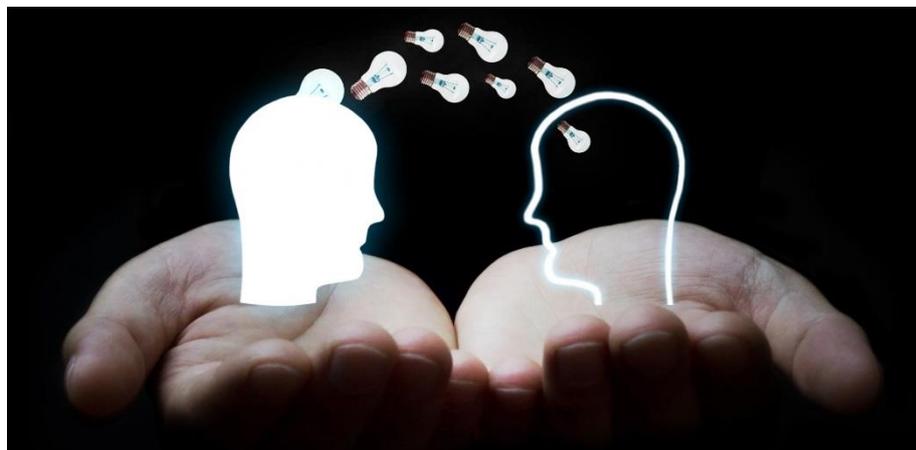


Developing Knowledge Transfer Partnerships: opportunities for business schools and small business

Tuesday 25 June, Manchester Metropolitan University Business School



Knowledge Transfer Partnership's (KTP's) help small businesses innovate and grow by enabling them to access academic expertise and facilities. A KTP is a 3-way collaboration between a business, a university and a KTP associate (an exceptional graduate) that tackles a strategic business project.

In 2018 the government committed to invest up to £25 million to boost business productivity through the KTP scheme. This includes placing over 200 additional graduates and academics into firms to translate their research insights into business growth. Through the KTP scheme small businesses can access grants that can cover up to 67% of their basic project costs.

Taking place on 25th June at Manchester Metropolitan University this new workshop will explore the ways in which business schools can develop and manage partnerships with small business, and the opportunities that these 3-way partnerships present for business schools, the business and the associate.

Join us and find out about:

- The practicalities of establishing a KTP: Understanding eligibility requirements, the partnership proposal, the grant application, the roles of the key participants, and the aims and targets of the KTP
- How to identify and recruit suitable associates including eligibility criteria, recruitment methods, contractual issues, induction and the provision of ongoing training
- The role of the partnership facilitator and local management committee in delivering and controlling the partnership
- Life beyond the partnership: How to develop and deepen the relationship between the business and the knowledge base partner once the partnership has finished

Who should attend

The workshop is designed for business schools and representatives of small business who want to find out more about the opportunities that are presented by the KTP scheme. It will also be of value to those who are currently involved in a KTP and want to benchmark their progress against best practice.

Programme

09:20 Registration and refreshments

09:50 Chair's welcome and introductions

Professor Eleanor Shaw, Senior Vice Dean and Head, Hunter Centre for Entrepreneurship, Strathclyde Business School

10:00 **Establishing and funding Knowledge Transfer Partnerships**

In this opening session we will explore how KTP's fit within the broader spectrum of Knowledge Exchange (KE) activities, how they can bring benefits to each of the three partners and the practicalities of identifying a KTP opportunity and establishing the partnership. Particular attention will be paid to understanding eligibility requirements, the partnership proposal and the grant application.

Susan Suttle, Knowledge Transfer Adviser for Liverpool, East Lancashire and Salford, Knowledge Transfer Network

Joanne Summers, Knowledge Exchange Officer, University of Manchester

11:00 Break

11:20 **Recruiting and managing KTP Associates**

The KTP Associate is employed by the knowledge partner and based within the company to deliver the project. In this session we will hear about how being a KTP associate can help launch a student's career and we will explore how to identify and recruit suitable associates. Particular attention will be paid to eligibility criteria, recruitment methods, contractual issues, induction and the provision of ongoing training.

Matthew Hague, Executive Director – Product Strategy, Microlise

Dr Yanguo Jing, Associate Dean Enterprise and Innovation, Faculty of Business & Law, Coventry University

12:10 **The impact of Knowledge Transfer Partnerships**

In this session we will hear from those who have used KTP's to tackle strategic projects that deliver tangible business benefits in a range of industry sectors. Particular attention will be paid to how the obstacles associated with establishing and managing the KTP were overcome and how those involved in the partnership have themselves derived value from their involvement.

Dr Judy Zolkiewski, Professor of Marketing & Head of Marketing Subject Area Group, Alliance Manchester Business School

Dr Marie Griffiths, Reader and Director of the Centre for Digital Business, Salford Business School

13:00 Lunch

14:00 **Managing a successful KTP project**

Delivering, controlling and managing a KTP so that it successfully fulfils its aims is a challenge and each partner needs to understand their role and responsibilities. In this session we will explore the systems and processes that can be put in place to ensure that the KTP is given the best chance of success.

Dr Iain Reid, Reader in Operations Management, Manchester Metropolitan University Business School

14:40 Break

15:00 **Life beyond the partnership**

In this closing session we will explore the ways in which the relationship between the business and the university can remain and deepen once the partnership has concluded.

Jim Willis, Managing Director, Bulb Studios

Dr William Green, Associate Professor in Innovation, Operations and Knowledge Management, School of Business, University of Leicester

15:40 **Summary and closing discussion**

Led by the chair

16:00 Close

About us

The [Small Business Charter \(SBC\)](#) is an award for the UK's world-class business schools. The SBC award celebrates business schools that play an effective role in supporting small businesses, local economies and student entrepreneurship.

The SBC award acts as a kitemark to help SMEs, start-ups and students find a business school that can help them with expert advice, training and courses. There are now 35 SBC-accredited business schools across the UK which have directly supported more than 18,750 small businesses.