

1-Day Workshop – Preliminary programme

## Intellectual property management teaching

16 September 2016, Cambridge (UK)

### Sharing best practice IP teaching to engineering and business students

An inspirational workshop where we learn how to best teach IP by sharing our experience!

Preliminary programme:

- 08.30-09.00 Registration
- 09.00-09.30 Opening and welcome – Marcus Holgersson and Frank Tietze
- 09.30-10.00 Keynote speech – Yann Ménière (chief economist of EPO)
- 10.00-11.00 Best practice session 1 – Innovative case studies
- 11.00-11.30 Coffee break
- 11.30-12.30 Best practice session 2 – IP teaching games
- 12.30-13.30 Lunch
- 13.30-14.45 Best practice session 3 – Other innovative approaches for IP teaching
- 14.45-15.00 Coffee break
- 15.00-16.30 Parallel roundtable sessions – what to include in your IP management course
- 16.30-17.30 Summary and future directions
- 19.00 Dinner at St. Catharine's College

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**Venue:** University of Cambridge, Centre for Technology Management, Institute for Manufacturing,  
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