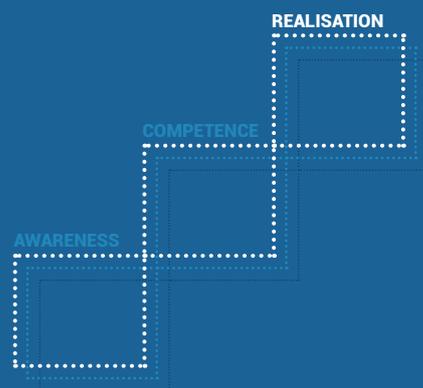


REALISATION SPECIALISED COMPANY VISIT



DESCRIPTION

The purpose of this visit is to provide an opportunity for a small group of junior researchers (2-3 academic specialisations and a maximum of 10 participants) to meet with company representatives in their field and engage in a professional dialogue of interest to everyone involved.

While employed/enrolled at the university, junior researchers are not necessarily provided with opportunities to meet with representatives from relevant industries. This specialised company visit aims to provide junior researchers who are interested in pursuing a career outside academia with an opportunity to meet with relevant professionals and develop an understanding of their perspectives and needs. Thus, the visit aims to give junior researchers inspiration to pursue a career outside academia, an understanding of industry and business, and an opportunity to network with company representatives within (or relatively close to) their field of interest.

In addition to this, the purpose of the visit is to raise companies' awareness of the value of employing junior researchers by giving them an opportunity to learn more about their competencies, engage in dialogue about particular topics of professional interest, and hear pitches from the junior researchers about their field of research.

If you want to know more about how we have worked with this tool, contact:

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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgements: AAU Innovation, Aalborg University

HOW TO USE THE EVENT-CONCEPT

WHAT SHOULD THE FACILITATOR PREPARE?

The visit involves an organiser and presenters from the company. More specifically, it involves:

- Informal meeting between the participants and company representatives
- Introduction to the company: Why do they do what they do? What do they do? How do they do it? What are their ambitions and challenges? What employee profiles are they looking for (or will they be looking for in the future)? Opportunities to ask questions and engage in dialogue with the company representatives
- Specialist dialogue about and discussions on a topic of relevance to the company and participants. Knowledge-sharing specialist-to-specialist, with the aim of finding common ground between academia and the industry
- Pitch by the participants in order to share their field of research, but with the mindset of communicating it in a clear and relevant manner to the company representative. This also involves questions and feedback from the company
- Opportunities to ask questions, both formally during the meeting and informally afterwards in a networking session

For more information/inspiration go to

- Example 1:
<https://bit.ly/2C1sOm4>

- Article:
- <https://bit.ly/2rufQqL>

HOW TO PLAN THE EVENT

BEFORE THE EVENT

WHAT SHOULD THE FACILITATOR PREPARE?

Prior to the event, the facilitator makes agreements with the company about the topic and relevant PhD profiles to invite. Furthermore, the facilitator specifies the purpose of the event and emphasises its potential value to both the participants and the company.

It can be a good idea to call all participants one day prior to the company visit to make sure they still intend to participate. With such a small number of participants, the event is vulnerable to cancellations.

What should the facilitator have the participants prepare?

The facilitator should encourage the participants to spend some time researching the company to understand its strengths and challenges, and based on this, to reflect on how they might be able to contribute to the company. This can be used as a point of departure during the pitch opportunity during the company visit.

DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

THE EVENT:		
Time	Theme	Focus
30 min	Welcome	Informal meeting, incl. coffee/tea
30 min	Why, what, how	Introduction to the company
60 min	Professional meeting	Dialogue about and discussion of a topic of interest and relevance to everyone involved
60 min	Pitching	The participants have an opportunity to pitch their field of research to representatives from the company and get feedback. Can be used for professional dialogue/discussion
30 min	Networking	Networking opportunity, incl. lunch