

PRESS RELEASE

HEPTech Fostered Exchange of Good Practice in Marketing of Science

The ancient city of Plovdiv in Bulgaria brought together representatives of the HEPTech member institutions on 24th September 2015 at a dedicated workshop on Marketing of Science and Technology.

The aim of the event, organized and hosted by Sofia University, was to provide environment for sharing good practice and lessons learnt in this specific area of the TTOs' activities.

In his key notes, Bojil Dobrev (Sofia University) focused on the most frequently used tools for marketing of science and technology according to the *HEPTech Nodes' Skills Survey* conducted in 2013. They were further discussed in the presentations of the participants.

He also challenged the audience raising the issue on the relations between science and industry: Should researchers be considered as clients of industry, suppliers to industry or drivers of industry?



A case study based on the Faculty of Chemistry and Pharmacy at Sofia University explored possible answers to this question. It revealed the needs of academia in terms of marketing of its research potential and set up grounds for further discussions on the most appropriate tools and approaches enabling successful collaboration with industry and attracting additional funds for research and technology development. The case study was presented by one of the two invited

speakers, Christian Filipov (Technology Transfer Associate Ltd.), who recently helped the Faculty of Chemistry and Pharmacy at Sofia University to develop an innovation and research commercialization strategy.

All participants appreciated the interactive approach in on-line marketing presented by Dr. Tobias Engert (GSI) and discussed cost-effective ways to implement it at their TTOs.

Practical tips for effective direct marketing and contacts with industry were introduced by Ian Tracey (KTN) reflecting his long experience in this particular area. He emphasized that to attract the interest of business one needs to focus on the benefits of the research results or

technology for industry. He stressed upon the repetitive contacts that should be maintained with industry and the role of social media in this process.

Academia-Industry matching events and their extremely powerful potential for establishing and maintaining contacts with the most appropriate target groups from industry were discussed by Jean-Marie Le Goff (CERN). His keys to success covered the whole process from preparing and holding a successful event to the event follow-up strategy. He gave useful tips for selection of the event topic and assessment of the technological maturity, for attracting sponsors and considering the maximum number of attendees, and for planning appropriate follow-up actions.

Eleonora Getsova (Sofia University) shared her experience in production of promotional materials for the purpose of marketing of science and technology. She pointed out that promotional materials had to be tailor-made to address the needs and expectations of the various target groups. She presented promotional materials with different design, structure and content selection and distinguished between promotional materials used for marketing of research potential on the one hand, and for marketing of research results, on the other hand.



Ales Hala revealed valuable lessons learnt in marketing of science and technology at ELI Beamlines and HiLASE. His success formula incorporates a variety of actions among which is the important role of the TTO to find experienced partners (such as the advanced TTOs, members of the HEPTech network) from whom to learn various marketing approaches, to

educate the researchers and to involve them in projects thus enabling the development of their business and entrepreneurial potential.

Additional impetus to the discussions was given by the two invited speakers - Christian Filipov and David Hampson. Christian recently advised the Bulgarian Government on



developing a *Research and Innovation Strategy for Smart Specialization*.

David Hampson has a long experience working for the US Government and is currently the Chairman of the newly established British Bulgarian Business Association.

They presented a platform for research-industry collaboration and technology transfer that combines a supply-push (commercialization driven by researchers) with a market-pull (demand pull by industry) and serves as a precondition for provision of targeted funding.

The workshop materials can be downloaded from the [event web-page in Indico](#).

All participants expressed their high appreciation of the quality of discussions, acknowledged the practical benefits for their TTOs and enjoyed the cultural treasures of the old town of Plovdiv.



The overall opinion was that the event was so useful that now they are looking for a follow-up workshop on the same topic that Sofia University will be glad to host in the future.

Eleonora Getsova,
HEPTech Communication Officer