

MANCHESTER
1824

The University of Manchester

Research Comms Conference

Business Engagement – What's in it for me?

Business Engagement Support Team

- What is Business Engagement (BE)?
- Ways to engage externally
- Why do we do it?
- Available support for researchers
 - BEST Team
 - Business engagement landscape
 - School BE Leads
- Getting started in BE
- Exercise
- Q&A

What is Business Engagement?

1. Business Engagement is a partnership between the University with any external organisation including **private, public and third sector organisations**.
2. It is embedded in the 2020 vision and connects with **research** (impacts, grants, industry chairs, fellowships, PhD studentships), **teaching** (curriculum, employability) and **social responsibility**.

Ways to engage externally

RESEARCH

Collaborative and co-funded, commissioned PhD, EngD projects

KNOWLEDGE EXCHANGE

Collaborative projects, directly funded or with leveraged funding, IAAs & KTPs

CONSULTANCY

Opinion and analysis, Expert Witness, Due Diligence

FACILITIES

Equipment sharing, technical support, test design and interpretation of data

COMMERCIALISATION

Joint Ventures and licensing (UMI³)

PROFESSIONAL DEVELOPMENT

Staff exchanges & secondments, CPD (including bespoke executive education)

RECRUITING TALENT

Graduate Recruitment Strategy
Student projects, placements & internships (UG & PG)

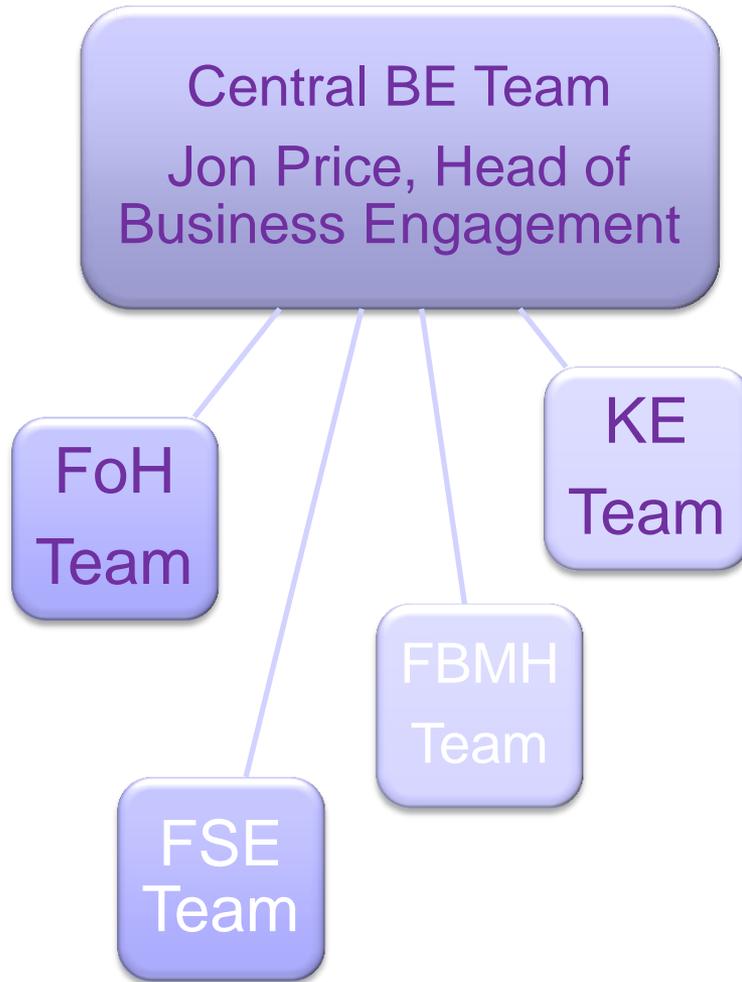
JOINT INITIATIVES

Visiting lectures, Industry Advisory boards, Joint events, Public Engagement/corporate social responsibility

For You	For The University	For The External Partner
Source of research funding	Alternative income stream for investment in teaching and research	Access to academic knowledge and expertise
Application of research to real-world issues	Impact case studies	New skills and capabilities embedded in organisation
Gain up-to-date insights to inform research and teaching	Accelerate transfer of knowledge for business and public benefit	Job creation, cost savings, opening up new markets, process & productivity improvements
Career opportunities and personal development through projects and secondments	Enhanced national and international reputation for innovation	Enhanced reputation through working with world-class university
Demonstrate research impact, publish high quality journal and conference papers	Improved links with business community	
Networking and reputation		

Business Engagement Support Team

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Typical Business Engagement Support Activity

New external company enquiries: Responding to, co-ordinating and follow up, e.g. company visits, internal liaison, written reports

Relationship management : Co-ordinating activity internally on behalf of company partners, i.e. liaising with the contracts office, as well as other Faculties / Institutes/Directorates as required by the company

Facilitate Meetings: Provide a wider university view and broker across schools/ faculties and externally

Supporting industry events: Liaising with and attracting companies into the University

Supporting academics: Identifying and contacting companies for collaborative opportunities. Finding funding sources, advising on best practice

Company strategic assessments: Matching UOM capability with company needs and supporting the development of strategies for potential new company partners

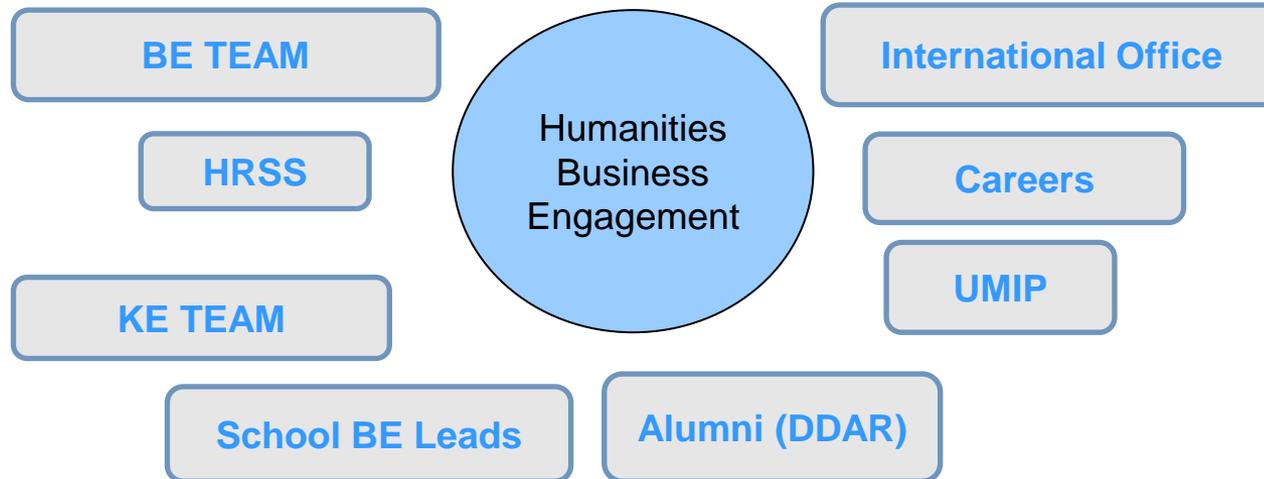
Publicising academic work: Promoting academic research/projects to industry via events and online databases.

Industry driven

Academic driven



Prof Andrew James
Associate Dean for
Business Engagement &
External Relations



University Business
Engagement Group
UBEG

Business Engagement
Strategy Group
BESG

Humanities Business
Engagement Strategy Group
HBESG

Responsibilities:

- Promoting, supporting, encouraging and facilitating Business Engagement activities in the Schools/Faculties
- Work with BE Team to develop collaboration opportunities
- Embed BE strategy in academic practice
- Key contact for responding to BE opportunities and enquiries and represent the School/Institute in BE activities

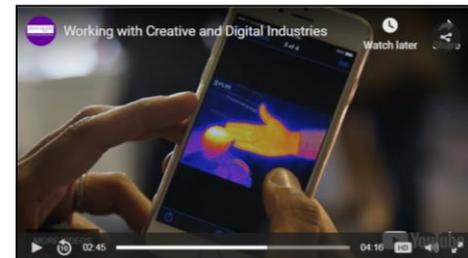
Name	School
Dr Richard Allmendinger	AMBS
Dr Alison Browne	SEED
Dr Ian Scott	SALC
Prof Jackie Carter	SoSS
Dr John Haskell	Law

We have a range of case studies, video and print, available on the University and Faculty Business Engagement pages:

<https://www.manchester.ac.uk/collaborate/business-engagement/knowledge-exchange/case-studies/>



Fashion
is a force for good



- Business Engagement external pages
<https://www.manchester.ac.uk/collaborate/business-engagement/>
- Business Engagement Staffnet page
<http://www.staffnet.manchester.ac.uk/services/rbess/>
- Humanities Business Engagement pages
<https://www.humanities.manchester.ac.uk/connect/business-engagement/>

How to Get Started in Business Engagement



- What can you offer?
- Make yourself visible/profile creation
- How to make contact
- Writing your pitch
- Action Plan



What can you offer external organisations?

- How does your research/knowledge benefit external organisations?
 - Improve a product/service/process
 - Reduce cost (of materials, energy, labour)
 - Provide knowledge they do not have in-house

- How would you engage?
 - Consultancy
 - Research project
 - Knowledge Exchange
 - Secondment
 - Joint initiatives – short student projects, sector events, speaking opportunities

- Why should they choose you and not another provider/academic?
i.e. what is your unique selling point?
 - Specialist knowledge
 - Experience in field
 - Experience in industry

Top tips to increase your chance of being seen by external partners:

- Have a good profile
- Use Social Media
- Attend Industry events



1. Create your profile

Key points

- Keep it up to date
- Keep it short and easy to read
- Put your best stuff first – doesn't need to be chronological
- Use case studies
- Your contact details
- A good profile picture
- Use keywords!

Case study structure

The Background
The Challenge
The Solution
The Benefits

Questions to consider

- Who is your audience?
- What are you trying to communicate?
- What is your impact?
 - What have you changed?
 - What have you created or developed?
 - Who has benefitted?
 - How great is your reach?



Attend external partner focused events

- Find out about external organisation/Industry challenges
- Raise awareness of your work by speaking
- Network!
- Ask BEST to represent you at events
 - Collaboration events
 - Business conferences
 - Industry workshops
 - DIT (UKTI) events

3. Utilise University networks

Innovate UK
Knowledge Transfer Network

Colleagues

MIDAS[®]
investinmanchester.com
part of MGC

Alumni

BE
Team

Careers
Service

RSS

UMI³

Pure

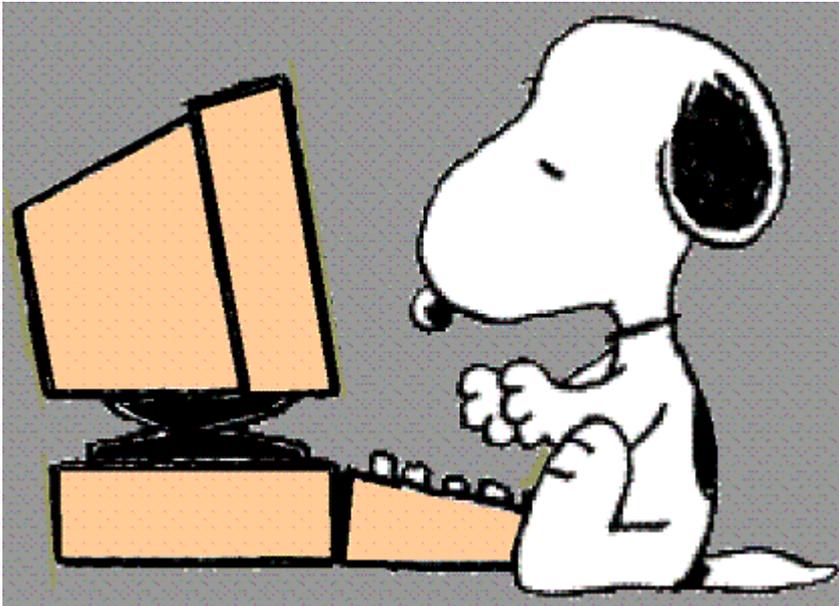
business
growth hub[®]
part of MGC



pro-manchester



Time to get practical: Your pitch



- Short. Ideally one paragraph (30secs)
- Clearly state how your research will benefit the external organisation
- Articulate in layman's terms so that anyone can understand
- State what you are hoping to achieve

Have a go at writing your pitch.

- Work out what it is you can offer the external organisation
- Create/update your Uni profile (Pure/web)
- Create/update your LinkedIn Profile.
- Have look at Twitter – identify relevant hashtags
- Look at upcoming industry events. Find out if UoM are exhibiting.
- Identify organisations you want to work with and how you might make contact
- Refine your pitch for a range of audiences

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THANK YOU
Questions..