

Essential Commercialisation Skills

‘Making the most effective and efficient use of public assets by exploiting their commercial potential’

Essential Commercialisation Skills is a highly engaging and interactive two-day course covering commercial, financial, policy, legal and practical elements of Commercialisation.

Revolving around a specially written case study, the course culminates in the preparation of a high-level business plan.

The lecturers on the course are drawn from Kaplan Financial, the legal profession, Partnerships UK and HM Treasury. They are all experts in their field.

You will leave the course with a highly practical toolkit of techniques that will allow you to identify and evaluate Commercialisation opportunities.

Who is it for?

For individuals who work in commercialisation roles and those who wish to develop their commercial skills.

How will I benefit?

- By developing a full understanding of the rules, tools and guidelines around Commercialisation
- By building confidence in your ability to identify Commercialisation opportunities, and present their potential in a high-level business case
- By networking with other Wider Market officers from across government departments

When will it be?

The course is running on the 3rd-4th June 2008. For further information and to book a provisional place on the course, please contact Tracey Bould at tracey.bould@kaplan.co.uk