



Pre-Conference Workshop

Tuesday, May 17th, from 15:00 to 19:00 Hour GMT



Developing Innovative and Effective Continuing Engineering Education Partnerships in a Global Context

Tuesday, May 17th, from 15:00 to 19:00 hour (3:00-7:00 p.m.) GMT

Register [HERE](#)

Global corporations and universities are currently changing their approach to university-industry collaboration from a primarily *ad hoc* and informal approach to a strategic and formal approach governed by the overall strategic goals of both types of organizations. Effective partnerships are actually becoming a strategic asset for those universities and enterprises that are successfully navigating the global educational ‘marketplace’.

This workshop takes a closer look at the value and challenges of creating such partnerships in the field of Continuing Engineering Education – “*What value do partnerships provide? What are the risks that they involve? And what are the key challenges in their development?*” In addition to considering a model for partnership development, we shall provide participants with a hands-on opportunity to apply the concepts through working in small teams on a case study of innovative partnership.

Come and join us for this workshop, which will also answer the following questions :

- What is the actual value of partnership seen from a corporate / university viewpoint?
- What is the role and value of the program manager in developing a partnership?
- Can we identify strategic approaches that support the development of successful partnerships?
- Can you apply these approaches in your organization?

An optional follow-on assignment could allow participants to earn a ‘Badge’ on the topic of partnerships as part of the Continuing Engineering Education Manager Training Program.

Moderator

Lars Frølund, Development Manager and PhD-fellow at Technology Transfer and Corporate Relations, Aarhus University, Denmark.

Keynote speakers

Léopold Demiddeleer, Managing Director & Founder of TechBridgeOne (Brussels-Belgium), Managing Director Europe of Georgia Tech, former Manager for Future Businesses of Solvay SA, former President of EIRMA (European Industrial Research Management Association), member of The Royal Academy for Science and The Arts of Belgium.

Carlos M. Brito, Pro-Rector and Associate Professor at the Faculty of Economy of the University of Porto.

Presenters

Marc Goossens, Engineer & Physicist, Executive Director of SEII (European Society for Engineers and Industrialists), Brussels, member of the Council of IACEE

Zach Gredlicks, Assistant Director - Aerospace Short Courses, University of Kansas Professional & Continuing Education, USA

* * * * *