



YUFERING

TRANSFORMING R&I THROUGH
EUROPE-WIDE KNOWLEDGE TRANSFER



2024

JANUARY

11

11 - 13H CET

10 - 12H GMT

YUFE Knowledge Transfer Expert Network

invites you to a training

EFFECTIVE ENGAGEMENT SKILLS - COMMUNICATION

open for all

YUFE KTEN Network members, KTOs and Researchers

TRAINERS



Dorian Hayes, Knowledge Exchange Manager (Social Sciences)
University of Essex



Andy Mew, Head of Start-Up Support
University of Essex



Stephanie Humphries, Acting Head of Knowledge Exchange
University of Essex

AT THE END OF THIS TRAINING YOU WILL BE ABLE TO:



Understand the principles underlying the Business Model Canvas, and populate key components of the BMC relevant to Communication (namely Customer Relationships, Channels, Customer Segments, Revenue Streams)



Use and populate the Customer Empathy Map Canvas and Customer Avatar model to understand the motivations, drivers, goals and values, challenges and pain points of their identified customer segments



Use these insights into their identified customer segments to inform the Value Proposition for their planned commercial venture



Understand the 'soft skills' required for effective engagement with external clients and buyers for their products and services, and learn about specific methods and tools used at UoE to deploy these skills (e.g. ACTUATE Accelerator, Challenge Labs)

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