YUFERING
TRANSFORMING R&I THROUGH
EUROPE-WIDE KNOWLEDGE TRANSFER

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2024
JANUARY
11
11 - 13H CET
10 - 12H GMT

YUF E Knowledge Transfer Expert Network
invites you to a training
EFFECTIVE ENGAGEMENT SKILLS -
COMMUNICATION
open for all
YUF E KTEN Network members, KTOs and Researchers
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)

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

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