

International Workshop on the Administration of
Intellectual Property Academies:
Methodologies and Future Collaboration
Geneva, April 26 to 29, 2011

**Ensuring Sustainability of IP Academies:
Strategies for Mobilizing Human and
Financial Resources from Public
and Private Sectors**

Tuesday, 26th April 2010

Ho Cheng Huat
Director
IP Academy (Singapore)



Strategic Reasons for Resource Mobilization

- a. Teaching.
- b. Increasing outreach.
- c. Enhancing credibility.
- d. Neutrality.
- e. Funding.

Resource: Private Sector

1. APAA – Asian Patent Attorneys Association (SG).
2. ASME – Association of Small & Medium Enterprises.
3. ASPA – Association of Singapore Patent Agents.
4. LES (Singapore) – Licensing Executives Society.
5. Chambers of Commerce.
6. Companies with IP Departments and/or Practitioners.

Resource: Public Sector

1. Ministry of Law.
2. IPOS - IP Office of Singapore.
3. SPRING - Standards, Productivity and Innovation Board.
4. IE Singapore – International Enterprise.
5. A*STAR – Agency for Science, Technology and Research.
6. Law Society.

Resource: Other Entities

1. WIPO Singapore Office
2. National University of Singapore.
3. Nanyang Technological University.
4. Singapore Management University.
5. Polytechnics in Singapore.

Strategy: Considerations



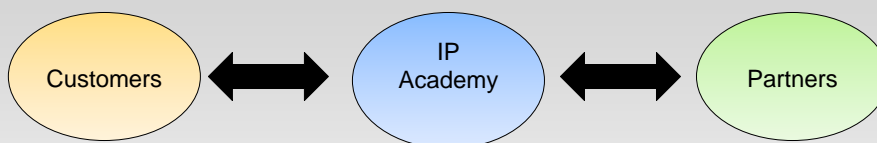
1. Why are we doing a program/event?
2. What are desired outcomes?
3. Who are the stakeholders?
4. How to engage such stakeholders?
5. When are we expected to deliver?

Strategy: Execution - Programme Development



1. Determining gaps or needs.
2. Identifying potential participants and partners.
3. Mapping framework of desired programme.
4. Engaging speaker(s).
5. Planning a roll-out schedule including marketing.

Execution Issues



1. Clash of events not taken into account during planning.
2. Unplanned resource constraints during execution.
3. Unbalance expectations of participants and partners.
4. Programme cancellation due to external circumstances.

Partnership - Flagship Event

Global Forum on IP (GFIP) 2011

- a. Partnering with top local and international IP stakeholders for speakers, program content and sponsorships.
- b. Planning started one year before event.
- c. Keynote speakers and Guest-of-Honour confirmed within the few months of planning.
- d. Marketing started about six months before event with website launch.
URL: <http://www.globalforumip.com/>
- e. Partners: Ministry of Law, IPOS, SPRING, and other Singapore public agencies.
- f. Sponsors: Microsoft, Transpacific IP, Thomson Reuters.

Partnership - World IP Day - 26th April 2010

LINKING THE WORLD THROUGH INNOVATION ...AND FOOD

The Singapore Perspective: Food & IP

- a. A two-hour public outreach with registration fee of S\$20/-.
- b. Speakers included three IP practitioners and four representatives from different food companies.
- c. Idea initiated by IP Academy's Deputy Director in Feb 2010.
- d. Engagement of LES (Singapore) and WIPO (SG) in late Feb & early Mar.
- e. Marketing blurb sent immediately after venue confirmed.
- f. Partners: LES (Singapore), WIPO (SG), IPOS, SPRING
- g. Sponsors: Microsoft, Transpacific IP, Thomson Reuters.

Partnership - Issues

1. 'IP' and 'Academy' together does not draw attention easily from industry.
2. Direct financial compensation is usually insufficient for speaker or trainers.
3. Commitment of speakers/trainers from partner organizations are subject to their availability and typically not high in priority.

Conclusion – Tips for Sustainability

1. **Marketing programme to potential participants from a business perspective depends on speakers'/trainers' profile.**
2. **Partner must also see a benefit of programme.**
3. **Weighing benefits of outreach to relevant participants against programme fee to recover costs or more.**
4. **Obtaining and acting on feedback from partners and participants to improve.**

End of Presentation

Address: IP Academy (Singapore),
7 Maxwell Road,
#05-01A, Annexe B,
MND Complex,
Singapore 069111

Tel: +65 6221 8622

Email: info@ipacademy.com.sg

Website: www.ipacademy.com.sg