

HOW TO GIVE A PRESENTATION

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Important!



- Sect.102. Conditions for patentability; novelty and loss of right to patent
- A person shall be entitled to a patent unless-
- (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for patent, or
- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of the application for patent in the United States, or
- (c) he has abandoned the invention, or
- (d) the invention was first patented or caused to be patented, or was the subject of an inventor's certificate, by the applicant or his legal representatives or assigns in a foreign country prior to the date of the application for patent in this country on an application for patent or inventor's certificate filed more than twelve months before the filing of the application in the United States, or
- (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371 (c) of this title
[35 USCS Sect. 371(c)(1), (2), (4)] before the invention thereof by the applicant for patent, or
- (f) he did not himself invent the subject matter sought to be patented, or
- (g) before the applicant's invention thereof the invention was made in this country by another who had not abandoned, suppressed, or concealed it. In determining priority of invention there shall be considered not only the respective dates of conception and reduction to practice of the invention, but also the reasonable diligence of one who was first to conceive and last to reduce to practice, from a time prior to conception by the other.













Introducing PraxisUnico

- A not-for-profit founded in 2002
- UK's leading network for technology/knowledge transfer professionals
- Enabling best practice technology/knowledge transfer around the globe
- Facilitating the commercialisation of academic and public sector research



At the very centre of technology/knowledge transfer

Through...

- UK and international **network** of 6,000 across public and private sectors,
- allied professionals and government
- Powerful sector-specific **events**
- Innovative **training** programmes
- **Influence**: a **strong** voice for technology and knowledge transfer



Our network: the best people enabling global best practice

With shared objectives:

- to share best practice
- to share problems
- to craft commonly applicable solutions
- to nurture the next generation of professionals



A powerful voice

Within, and from, our network:

2,700

Practitioners benefiting
from PraxisUnico training

121

**UK universities and public
sector research
establishments** are members

97%

of all UK university research
funding is accounted for by
PraxisUnico Members

Leading organisations are members including blue-chip businesses:

- Lawyers
- patent agents
- venture capitalists
- angel investors
- government agencies
- research-funding charities

Your direct connection to the UK's world-class centres of academic research

*UK universities have a superb track record in
achieving economic and business advantage for
international business*

£3.4 bn

**Economic
Contributions**

1,262

**companies
have become
a reality**

18,000

**People
employed**

£2.1 bn

**University
Spin out
turnover**

Source: Higher Education Business and Community Interaction Survey (2011-12)

Your global knowledge base

With shared objectives:

- a vast bank of hands-on experience
- specialist sector knowledge & insight
- continuous cutting-edge advice & guidance on the key issues facing our community

Supporting our members

We help our members find partnership and promotion opportunities:



Our highly effective sector specific networking events offer a uniquely stimulating forum for:

- academia
- business
- government
- nationally and internationally

How NOT to Give a Presentation

Thank you!

Lessons

- No fancy animation / transition!
- Large font

More lessons

- Laser pointer
- Microphone
- Clothing
- Furniture
- Relevant slides
- Consistent design
- Relevant graphics
- Don't read slides
- Rehearse!
- KISS

International Presentation

- Powerpoint or not?
- Style of presentation? EU/USA
- Gestures and body language
- Punctuality?
- No jokes!

No jokes!



Engage and watch the audience for signals



Conclusion

- Think about the whole environment of the presentation
- Be appropriate for the audience
- Less is more!
- *All rules are for breaking!*

Negotiation

- Remember the royalty rate discussion?
- Entrenched positions! 1% vs. 10%
- Instead ask questions:
 - % of what?
 - What is your business model?
- Building trust?
- Partnership

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GETTING TO YES

NEGOTIATING AGREEMENT
WITHOUT GIVING IN

Roger Fisher, William Ury,
& Bruce Patton

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S E C O N D E D I T I O N

Principled (not Positional) Negotiation

- Neither “hard” nor “soft”
- Being nice is not the answer
- Positional bargaining puts the substance and the relationship in conflict
- Don't bargain over positions
- Separate the people from the problem
- Insist on objective criteria

Perception

- Put yourself in their shoes
- Don't deduce their intentions from your fears
- Don't blame them for your problems
- Discuss each other's perceptions
- Look for opportunities to act inconsistently with their perceptions
- Give them a stake in the outcome by making sure they participate in the process
- Make your proposals consistent with their values

Emotion

- Recognise and understand – theirs and yours
- Make emotions explicit and acknowledge as legitimate
- Allow the other side to “let off steam”
- Don’t react to emotional outbursts
- Listen actively and acknowledge
- Speak about yourself, not about them

BATNA

- Best Alternative To Negotiated Agreement
- Prepare your BATNA
- Understand their BATNA
- Sometimes you have to walk away
- Don't be pressurised

“Assertive” is not “Aggressive”

- State **F**acts
- “**I** feel ...”
- I **S**uggest
- **C**onclude

FISC

Cultural Differences

Country/Region	USA	USA (West)	Japan	Iran	Nigeria
Situation					
Greeting first time	Shake hand	Shake hand	Bow	shake MEN	shake south both
Greeting second time	Not necessary	Not necessary	Bow		yes
Business meeting	Suit tie	Jacket no tie	Suit	suit	suit or taditional
Social conversation?	Not much?				
Conversation topics			Weather baseball	traffic	family, football
Non-topics			Family politics religio	politics religio	religion
Business card			Essential	no	essential
Mobile phone			Silent	silent	ok for boss
Taboo			Sitting on table, chewing gum, chopsticks in rice, casual with card	Chewing gum, sitting on table	
Punctuality				yes	not essential
Seating			far from door if impo	no	
Meaning of "Yes"					listening

PraxisUnico

www.praxisunico.org.uk

Conference: 15-17 June
Stratford-upon-Avon UK