

# MEDICI ENTERPRISE TRAINING PROGRAMME

Enhance your enterprise skills and your ability to commercialise the outcomes of your research.

The Enterprise & Innovation Academy has partnered with the University of Birmingham to bring the highly acclaimed Medici Enterprise Training Programme to the North of England.

This 6 day intensive programme is suitable for staff engaged in supporting enterprise activities, academics, or researchers who are looking to enhance their enterprise skills and grow their confidence and professionalism in working with commercial organisations.

This prestigious programme has been developed in conjunction with the University of Birmingham who have successfully trained over 300 entrepreneurial academic/research staff across all specialisms in the last 13 years.

## CONTACT:

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## WE ARE NOW ACTIVELY RECRUITING FOR OUR JANUARY 2017 PROGRAMME

The programme is led by industry experts and leading academics and covers:

- Business strategy and organisation.
- Marketing.
- Negotiation and sales.
- Consultancy.
- Finance.
- Business planning.
- Networking.
- Intellectual property.
- Commercial exploitation.
- Pitching for business.

## 2017 DATES:

24 and 25 January 2017

14 and 15 March 2017

2 and 3 May 2017 (1 night residential)

## COST:

£2,000 (including catering and accommodation)

UNIVERSITY OF  
BIRMINGHAM

