UIIN Professional Development

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Our Training

Enhance your external engagement with our impactful professional development

We design and deliver a range of training experiences for individuals and organisations - from short masterclasses, to intensive certified programs. Join more than 1,300 individuals across 230+ organisations globally who have developed the skills needed to drive change in their institutions.

All our sessions are interactive and provide insights from research, practice and global case studies across higher education and industry. Our training is modular and different courses can be tailored to meet your needs.

UIIN

Transform Your University with Engaging, Tailored Training

Captivating course design
Immerse your team in courses designed to be engaging and thought-provoking, ensuring active participation and long-term impact

Opportunity to dive deep
Maximise your team's learning with a flexible mix of live online sessions and self-paced learning through our platform, featuring curated materials for tailored, impactful training.

Proven learning methods
Rely on validated tools and frameworks, leveraging our extensive training expertise to deliver a reliable and effective experience that aligns with your institution's goals

Diverse learning modalities
Experience a variety of learning formats, from interactive workshops that cover frameworks and case studies to hands-on sessions that translate knowledge into practical skills

Wisdom from sector leaders
Benefit from the insights and real-world expertise of seasoned practitioners who bring a blend of practical and research-driven knowledge to inspire and guide your team

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Overview of online courses

Our certification courses for professional staff, academics and leaders

Successful Partnerships
Unlock the power of partnerships through navigating the intricacies of strategic partnerships for lasting success

University-Business Collaboration
Span the boundaries between academia and industry through a strategic ecosystem approach to university-business collaboration

Entrepreneurship at Universities
Ignite innovation and establish entrepreneurship at universities and lead entrepreneurial change

Impactful Researchers
Harness the power of research and elevate its social and commercial impact to make a meaningful difference in society

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Impactful Researchers

Led by global experts and providing best practices, you will be taken through a series of interactive workshops, seminars and discussions to broaden the impact of your work, embed impact at all stages of your research initiatives and establish your profile as an impactful researcher.

Who should attend

This training is ideal for academics and researchers at all career stages and from any discipline who are eager to amplify the impact of their work, secure more funding, and make meaningful contributions to society.

The program consists of the three interconnected courses:

- Increasing Impact of Research
- Research Engagement and Valorisation
- Building an Impactful Researcher Profile

Each course can be taken individually and will grant the participant 1.5 Continuing Education Units.

Learning outcomes

- Build in, predict and plan for impact early on in your research process
- Adopt "impact first" approach to all your research initiatives and teaching
- Improve your funding prospects by aligning your research with national and international frameworks for research impact and engagement
- Design and steer your career path to maximise both scientific and societal impact through engagement
- Effectively articulate the impact of your research to funders and collaborators
- Build better and more engaging research stories and develop your research impact pitch
- Create a personal brand as an impactful academic to position yourself amongst peers in academia and externally
- Expand your personal and professional network

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Increasing Impact of Research

Impactful Academics

- Workshops and masterclasses
- Knowledge-to-practice sessions
- Informal expert conversations
- Seminars

Week 1

Setting up for impactful research

Set a strong foundation for becoming an impactful researcher by covering concepts and frameworks around impact and impactful research and its beneficiaries. Understand how research conducted in academia can lead to both scientific and societal impact

Week 2

How to plan for impactful research

Integrate impact thinking, engaging the beneficiaries and monitoring measures into your research design and conduct early on in the process, by stepping through the stages of planning for impact

Impact mindset

Explore mindset frameworks and concepts relevant for thinking and acting as an impactful academic and follow the practical steps towards planning and capturing results of your research projects

Week 3

SDGs and impactful research towards 2030

Explore the transformative power of research and its connection to the UN Sustainable Development Goals (SDGs), uncovering the interrelation between academia, policy and practice that makes lasting impact on our planet and future generations

Map the impact of your research

Work with your peers, to analyze your current or future research initiative by mapping its stakeholders and beneficiaries as well as capturing or predicting its impact by stepping through the Pathway to Impact logic model

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Research Engagement & Valorisation

Impactful Academics

- **Workshops and masterclasses**
- **Knowledge-to-practice sessions**
- **Informal expert conversations**

Week 1

Setting up for external engagement success

Dive into the context of external engagement, discover its role for impactful research and learn about the University–Business / Society Collaboration Ecosystem Framework by getting a holistic 360° view of activities and influencing factors

Week 2

Develop an external engagement strategy

Work with peers to collaboratively outline steps necessary for external engagement with a particular stakeholder and / or beneficiary and define your ultimate value proposition that you can bring to your collaborators

Insights from an impactful academic

Discover how to "walk the talk" and be an impactful academic and what it takes to pursue the pathway towards impact beyond traditional scientific KPIs. Join a conversation around challenges and opportunities facing academia, the future of impactful research, and the importance of curiosity and community in scholarly pursuits

Week 3

Valorisation pathways

Discover different forms of impact creation and knowledge transfer; be guided through the diverse pathways and processes of valorisation across disciplines including STEM and SSH to be able to create impact through different forms of engagement.

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Building an Impactful Researcher Profile

Impactful Academics

- **Workshops and masterclasses**
- **Knowledge-to-practice sessions**
- **Informal expert conversations**
- **Seminars**

Week 1 | **Communicating research and its impact**
Master the art of conveying your research findings, insights and ideas to various audiences by understanding who you are communicating with and tailoring your message to match their knowledge level, interests and needs

Week 2 | **How to pitch your initiative**
Get practical tips and tricks on pitching your research impact in compelling and attractive way and apply different pitching methods. Apply storytelling techniques to create narratives that captivate your audience, making your research more engaging and memorable

Design your own impact strategy
Work with your peers to design your own strategy towards increasing societal and academic impact of your work including outlining the purpose of your effort as well as a long-term vision of how such impact will be achieved, captured and communicated

Week 3 | **Creating a personal brand**
Create a personal brand as a researcher to highlight your work, increase the visibility of your research (impact) and reach wider audience to position yourself as an impactful researcher by playing to your passions, curiosity and authenticity as a scholar

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Our approach to training and professional development

Modular approach to learning

Our training offerings are structured in courses. A course is a self-contained unit that covers a specific topic from a variety of angles using a mix of learning modalities. Courses are grouped in knowledge domains but can be taken individually.

Examples of a 3-week course

Self-paced resources
Course material and supporting resources like articles, case studies, podcasts and videos.

Welcome & onboarding
A welcoming introduction to the programme and networking with the fellow participants.

Collaborative workshop 1
A blend of frameworks, case studies, discussions, and hands-on activities that allow you to co-create solutions and share insights with your peers.

Knowledge-to-practice session
Interactive, collaborative sessions led by experts, where you'll apply learned knowledge to real-world scenarios.

Fireside chat
Informal interviews with field experts offering their unique perspectives, experiences, and advice.

Collaborative workshop 2
A blend of frameworks, case studies, discussions, and hands-on activities that allow you to co-create solutions and share insights with your peers.

Reflection & closing
A reflective session to consolidate your learning, share key takeaways, and plan how to apply your newly acquired knowledge and skills in your work environment.

Course assignment & peer-review
Self-paced, peer-reviewed assignments that challenge you to test your understanding and apply new skills in practical settings.

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Six reasons to choose a UIIN course

1

Research-backed excellence
Our training is informed and guided by extensive research, compelling evidence and decades of experience.

2

Inspirational content
The courses are developed and delivered in a manner that not only imparts knowledge but also aims to inspire and challenge you.

3

Theory and practice convergence
Our courses go beyond theoretical understanding, actively advancing your knowledge, skills and abilities. We ensure the application of your newfound insights, translating theory into real-world impact.

4

Validated tools and frameworks
You will leave with tools and frameworks useful in your work. These are provided with expert insights and tips and will actively progress your work.

5

Diverse professional cohort
We train professionals and researchers from a wide variety of institutions including some of the best and most innovative universities on the planet.

6

Peer exchange and networking
You will engage in a dynamic environment where you can share experiences with like-minded peers, build networks and showcase your successes on a global stage.

Successful Partnerships

Navigating Partnership Ecosystem
Professional staff | 3 half-days

Set a solid foundation for university-industry collaborations by understanding your organisation's partnership ecosystem and context.

Successful Partnerships

Initiating Partnerships
Professional staff | 3 half-days

Equip yourself with skills to build and sustain partnerships, driving innovation and economic growth in today's world.

Successful Partnerships

Developing Strategic Partnerships
Professional staff | 3 half-days

Elevate your partnership activities from mere transactions to impactful, long-term collaborations that drive innovation and create lasting value.

Successful Partnerships

Managing Partnerships
Professional staff | 3 half-days

Master partnership management, assess effectiveness, and ensure your collaborations achieve impactful outcomes.

University–Business Collaboration

Fundamentals of University Business Collaboration
All profiles | 3 half-days

Master the essentials of university-business collaboration and drive impactful engagement that fosters innovation and real-world impact.

University–Business Collaboration

University–Business Collaboration Culture
Professional staff & leaders | 3 half-days

Shape your external engagement vision, redefine future university roles, and design a bold culture change plan to foster impactful partnerships.

University–Business Collaboration

University–Business Collaboration in Education
Professional & academic staff | 3 half-days

Embed education-driven university-business collaboration to benefit all stakeholders through industry engagement and innovative pedagogies.

University–Business Collaboration

Measuring Impact of University–Business Collaboration
Professional staff | 3 half-days

Learn best practices for measuring success, advocating for internal buy-in, and effectively sharing collaboration results to improve partnerships.

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Entrepreneurship at Universities

Strategy for Entrepreneurship at Universities
All profiles | 3 half-days

Transform your university into an entrepreneurial powerhouse by boosting innovation, empowering students, and creating a regional entrepreneurship hub.

Entrepreneurship at Universities

Developing Entrepreneurial Education
All profiles | 3 half-days

Kickstart your journey in entrepreneurial education, learning how to build competencies that boost graduate careers and open entrepreneurial pathways.

Entrepreneurship at Universities

Building Start-Ups at Universities
Professional staff | 3 half-days

Create a thriving student start-up community, foster innovation, and build a successful university incubator or entrepreneurship center that drives impactful ventures.

Entrepreneurship at Universities

Nurturing entrepreneurial ecosystems
Professional staff | 3 half-days

Strengthen ecosystems by understanding regional contexts, leveraging key assets, and promoting entrepreneurship within a broader network.

Impactful Researchers

Increasing Impact of Research
Research staff | 3 half-days

Transform your work into real-world impact with strategies to embed societal value at every research stage and maximise your societal contributions.

Impactful Researchers

Research Engagement and Valorisation
Research staff | 3 half-days

Harness the power of external engagement and valorisation to drive innovation, amplify your reach, and achieve maximum research impact.

Impactful Researchers

Building an Impactful Researcher Profile
Research staff | 3 half-days

Master the art of communicating research impact and building your personal brand to showcase your value to funders, collaborators, and the public.

Sustainability at Universities

Fundamentals of Sustainability at Universities
Professional staff & leaders | 3 half-days

Explore the concept of sustainability at universities, identifying building blocks and key elements, defining concrete goals, and building a vision for a sustainable university.

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Past participants' experience

Our course alumni consistently highlight how the curriculum empowers them to...

- become champions of structural and cultural change and drive boundary spanning initiatives

- work more strategically and maximise their impact

- execute tasks with increased efficiency and greater confidence

- identify new opportunities and generate new funding streams

- more effectively engage externally, valorise or act entrepreneurially

- progress faster in their career

- build visibility and get recognition for their work

- better address societal issues and create social and economic impact

Trusted by

"

This is the best impact program I have undertaken. The sessions explain the why and how of the different aspects of impact and have helped me to understand the best ways of creating meaningful relationships with different stakeholder groups. Throughout this program I have developed new skills that support impact generation and valorisation of my work.

Samantha McLean
Senior Lecturer at Nottingham Trent University

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Facilitators and subject matter experts

UIIN at a glance

We support a community of higher education institutions to become the transformative drivers of change, working toward a world in which academia can effectively collaborate with key societal stakeholders to solve global challenges and create impact.

We advance the field through our own in-house research with and for our global community, sharing those insights and networking through our events and published resources. We enable ambitious organisations to become more innovative and better able to foster external collaborations through our training and facilitation of institutional change through our institutional programs and consulting services.

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Meet your expert facilitators

Arno Meerman is the founder and CEO of UIIN and has expanded UIIN into one of the world's leading organisations in the field of university-industry engagement. Arno has been actively involved in research on the role of universities in our society and the opportunities external engagement provide to enhancing the impact of education and research. An experienced facilitator and consultant, he works with UIIN's global community to train and advise university leaders and professional staff to become more entrepreneurial and innovative, develop strategic partnering approaches and enhance their impact.
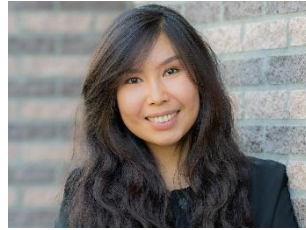
Dr. Balzhan Orazbayeva is UIIN's Strategic Initiatives Manager, she designs inventive training and consultancy solutions for more engaged and entrepreneurial universities. With research expertise in university-business collaboration and social innovation, she has led training programs on valorisation, entrepreneurial universities, and the future of higher education. Balzhan also co-edits 'The Future of Universities' book series and drives the development of new training programs for the global UIIN community. She also leads UIIN's Pathway to Impact Institutional Program and UIIN's Business Group.

A/Prof. Todd Davey is an accomplished consultant, has advised European, Australian and Vietnamese governments, multiple universities, and authored 'Entrepreneurship at Universities'. Formerly with Deloitte Australia and a strategic manager for a high-growth startup, Todd transitioned to academia. He's now an Associate Professor of Entrepreneurship at Institut Mines-Télécom Business School, Paris, and a visiting researcher at Imperial College, Technical University of Vienna, and the University of Adelaide, specialising in entrepreneurship and innovation.

Dr. Sarah Jaber is UIIN's Director and experienced consultant. She advises global universities on university-industry engagement, strategic partnerships and institutional strategy. With her extensive experience at KPMG Australia and the University of Melbourne, she possesses a deep understanding of higher education and research. At UIIN, Sarah leads the advisory and business development practice, designing and delivering innovative solutions to enhance universities' external engagement. She also leads UIIN's Strategic Partnerships Institutional Program.

Rimante Rusaite is a Senior Project Officer at UIIN with an MSc in Environmental Sciences from Wageningen University and a BSc in Psychology from Vytautas Magnus University. She specialises in managing EU-funded interdisciplinary research projects, having coordinated various research initiatives, facilitated workshops, and delivered consultancy services internationally. As a design thinking coach and systems innovation enthusiast, Rimante is committed to fostering collaboration across cultures and disciplines to drive meaningful change.

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Our external experts

Prof. Andrew Petter
Chair of Innovate British Colombia & former President Simon Fraser University

Prof. Tuula Teeri
Former President Aalto University

Marc Sedam
Vice President, Technology Opportunities and Ventures at NYU Langone

Frances Frith
Former Head of Research and Enterprise Partnerships at University of Bristol

Dr. Cameron McCoy
Founder & Managing Partner at ReboundEdu, Former Provost at Harrisburg University

Carol Stewart
Vice President, Tech Parks Arizona

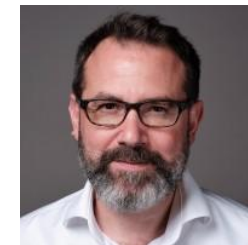**Dr. Natascha Eckert**
Former Global Head of University Relations Siemens

Arianne Bijma
Global manager of Talent Program & University Relations ASML

Dr. Kees Eijkel
General Director at QuTech

Dr. Max Riedel
Head of Zeiss Innovation Hub

Dr. Jochen Barth
Group leader Smart[3] Fraunhofer IWU

Prof. Irene Sheridan
Head of the Extended Campus – Munster Technological University

Annex 1 – Bespoke training cases

On the following pages you will find a selection of bespoke training impact cases

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Nottingham Trent University – Empowering Researchers for Greater Impact

The challenge

Nottingham Trent University sought to enhance the ability of their research staff to generate meaningful, real-world impact from their work. With the landscape of research increasingly focused on societal contributions and collaboration with external partners, Nottingham Trent University needed a **professional development program that could address researchers at all career stages, preparing them for greater impact and engagement.**

The solution

In 2023, UIIN developed a bespoke professional development program tailored to Nottingham Trent University's research staff, spanning six days of interactive learning. The program combined seminars, workshops, and fireside chats with leading experts, focusing on key areas such as planning for impact, valorization pathways, and external engagement. Participants also worked on Personal Application Projects (PAPs) focusing on their own impact initiatives, to apply their learning directly to their research.

This impactful program has been delivered again to the Blue Zone Consortium consisting of Nottingham Trent University, the University of Leicester and Northumbria University Newcastle in 2024.

Key topics included:
- Differentiating between academic and societal impact
- Developing an impact and entrepreneurial mindset
- Aligning research with the UN Sustainable Development Goals (SDGs)
- Engaging with external stakeholders and beneficiaries
- Valorisation pathways towards impact
- Communicating research impact and building a personal brand

The approach

UIIN's approach centered on creating a holistic learning journey, guiding researchers through all stages of impact generation. The program was designed to be adaptable to researchers at any career level and included:
- **Interactive Workshops & Seminars**: Covering essential topics like impact planning, knowledge transfer, and engaging external stakeholders.
- **Problem-Based Learning**: Each participant worked on a Personal Application Project, focusing on real-world applications of their research.
- **Mentorship and Networking**: Participants received expert mentoring from established researchers and professionals, gaining insights into best practices in creating and communicating impact.

The results

By the end of the program, participants gained competencies in:
- Identifying and communicating the **academic vs. societal impact** of their research.
- Applying an **entrepreneurial mindset** to their work.
- Aligning their research with global frameworks like the **UN SDGs**.
- Effectively engaging with external stakeholders and articulating the **value of their research**.
- **Branding themselves** as impactful researchers and communicating their work's significance through various channels.

This transformative program helped 45 researchers across disciplines develop new skills to enhance the impact and valorisation of their work.

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Empowering Impact: From Research to Market-Ready Innovation at TU Vienna

The challenge

The Technical University of Vienna is one of the leading technical universities in Europe. Whilst their researchers are world-class, there has been a desire to increase the impact of their research and focus the skills and knowledge of their researchers and students on creating new business. With the university having a distinct focus on technology, the challenge was **to foster the same amount of enthusiasm in validating market interest as there was for achieving proof-of-concept.**

The solution

By offering a series of in-person workshops, the aim was to redefine the project from a technical challenge to a project attempting to achieve problem-solution fit, to create a clear process for them to follow and to make the researcher feel comfortable and empower throughout the process. The workshops have been run since 2019.

Key topics included:
- Entrepreneurial and spanning boundaries mindset
- Market analysis and business strategy design
- Value proposition, business model generation, customer discovery and prototyping
- Asset and ecosystem mapping
- Pitching your initiative / business idea

The approach

We delivered three dynamic in-person workshops tailored for students, doctoral researchers, and early-stage academics, focusing on university-industry collaboration, innovation processes, and entrepreneurship. These workshops are intentionally designed to be interactive and hands-on, equipping participants with practical tools and strategies.

Our action-oriented sessions empower researchers **to confidently navigate the journey from research to real-world application**. By engaging with market-aligned methodologies, participants gain the skills needed to refine their projects to meet industry demands.

The results

By the end of the program, participants:
- adopted an entrepreneurial and boundary-spanning mindset, equipping them to think innovatively and identify opportunities for collaboration and impact
- gained the ability to conduct market analysis, design business strategies, and align their projects with industry needs to achieve problem-solution fit
- are empowered to create value propositions, generate business models, and engage in customer discovery and prototyping to enhance the practical relevance of their initiatives
- have ability to identify resources, networks, and stakeholders that support the translation of research into real-world applications
- can effectively pitch their initiatives or business ideas, communicating value and potential impact to diverse audiences, including industry stakeholders

The training has been one of the highest rating training modules run by the Innovation Centre and has supported the development of technology-driven new ventures at TU Vienna. Over 150 participants from TU Vienna have been through the training programs.

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Transforming the future of
higher education