

Yorkshire Region KT Network: How Can Social Networks be used in Knowledge Transfer?

Jo Kelly and Clare Elsley of CampusPR
28th February 2012, 3.00-5.00 pm, University of Leeds

(Room 2.02, Houldsworth Building, University of Leeds - the building is on the corner of Woodhouse Lane and Clarendon Road)

Come along to learn how to use online tools, such as Twitter and LinkedIn to strengthen relationships with new collaborators, customers and associates and how to make best use of them in the knowledge transfer arena, to promote research or technologies, attract new commercial partners and build reputation.

This session will examine the opportunities social media offers and provide some examples of how people are successfully using social networking tools. It will be run by Jo and Clare from Campus PR (www.campuspr.co.uk), a company that specialises in helping higher education institutions raise their profile, both on and offline.

Book your free seminar place now!
<http://yorkshirekt.eventbrite.co.uk>

This is the first of a series of informal networking events being organised jointly by the Institute of Knowledge Transfer and AURIL for practitioners in the Yorkshire region to allow colleagues to share experiences and expertise and give people the opportunity to network. The intention is to hold around six meetings a year in the region (with the next planned for 24th April in Sheffield with an academic and business panel discussing the topic of business engagement post the Wilson review) where colleagues can come to meet other people working in the KT/research support/ business development space. With the first two meetings planned it is intended to ask colleagues to suggest other subjects, speakers, meeting formats and locations to allow the network to be owned by its members. The network is there to serve the needs of its members, both in their current roles and personally for career development. Come along to meet like-minded people, hear about the experiences of others and more importantly, share your own!