



Identify and support your research commercialization talent with Campus Plus

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YOU'RE INVITED...

...to participate in the Campus Plus Canadian Pilot.



Join thousands of faculty, researchers and graduate students already on Platform Plus, a professional development platform designed specifically for commercially curious researchers. Pilot participants receive:



Commercialization fundamentals covered by industry experts in 7 x 1-hour webinars



Live sessions with Q&A



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JOIN NOW CONTACT

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Canada Pilot Program 2025

24th April

1:30pm EST
10:30AM PST

Introduction to commercialization

PRESENTER | Souzan Armstrong

A not-to-be-missed primer on key research commercialization concepts. This webinar sets the scene for future targeted learning.

1st May

1:30pm EST
10:30AM PST

Identifying and building the commercial potential for your research

PRESENTER | Brooke Martin

Explore the idea of commercial potential, how to assess it and how it enables research to be translated into impact.

22nd May

1:30pm EST
10:30AM PST

Managing IP from idea to market

PRESENTER | Brooke Martin

Learn how to recognize and protect valuable IP at different stages of the research lifecycle—from the initial idea to research proposals, reports, and final outputs.

12th June

1:30pm EST
10:30AM PST

Identifying stakeholders, customers and audiences

PRESENTER | Beckie Duffy

Learn the importance of knowing your audience as it relates to research and commercialization activity, tools for identifying them, along with developing key messages

3rd July

1:30pm EST
10:30AM PST

How to write a business case

PRESENTER | Ken Mahon

How do you create a compelling business case? We'll cover the full business case process including how to target the needs of the audience and get the outcome they are seeking, how to navigate bureaucracy and common mistakes.

24th July

1:30pm EST
10:30AM PST

Influencing & Stakeholder Engagement

PRESENTER | Stu Van Rij

Get real-world insights and strategies from a negotiation coach to help you bring your best to stakeholder influencing, engagements and negotiations.

31st July

1:30pm EST
10:30AM PST

Fireside Chat (commercialisation case studies)

MODERATOR | Anne Barnett

Join us in close conversation with faculty and researcher founders who have walked the commercialization path. Discover their inspirations, the secrets of their success and what would they do differently next time.

**Community
of Practice
Webinar**

Working effectively with different researchers

PRESENTER | Beckie Duffy

Created specifically for commercialization professionals, supports the development of sophisticated communication techniques for those working with researchers. Date and time to be advised.