

The logo for Campus+ features the word "Campus" in a blue sans-serif font, followed by a green plus sign. Below it, the tagline "Good ideas are everywhere" is written in a smaller, green sans-serif font.

Good ideas are everywhere

Identifying stakeholders, customers and audiences

Participants will be introduced to various audience types as they relate to research and commercialization activity, understanding the differences between stakeholders and customers. They will learn the importance of knowing your audience and tools for identifying them, along with developing appropriate key messages

Learning Objectives

- Different audience types as they relate to their research.
- Why it is important to understand different audiences.
- How to track and manage stakeholder expectations
- Various tools for identifying customer segments
- How to develop key messages to support the goals for their research

Who should attend?

Stakeholder and customer identification is a valuable skill, regardless of whether an individual is on a commercialization pathway, this webinar is suitable for all faculty and research students.



12 June

1:30pm EST
10:30am PST

 REGISTER NOW

www.myplatformplus.com

A portrait of Beckie Duffy, the presenter. She is a woman with blonde hair, wearing a blue patterned top, smiling. The background is a soft-focus indoor setting with a lightbulb visible.

Presenter: Beckie Duffy, Campus Plus New Zealand

Beckie believes that the mobilization of knowledge is crucial for turbo-charging our economy, whether through deep tech research commercialization or via mentoring start-ups, entrepreneurs and innovators large and small to be the best version of themselves. She brings more than 25 years of marketing and engagement experience to support research commercialization outcomes, focusing on marketing strategy - a vital but often overlooked element for deep tech start-ups.