

Developing a partner profile

How can an IM help?

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Finding Partners - Possible Options

- Previous or current project partners
- Business partners, Researcher colleagues
- Internal company networks
- Information Days and other events
- Public Partner Search: Cordis, EEN, LinkedIn, ...
- Specific Support Actions
- Scientific publications
- Patent databases
- Scientific conferences and seminars
- **The internet**



Enabling Communication

To achieve Partnering,
*Communication needs to be
carefully prepared.*

Prepare Communications to **get
the right messages across.**

To plan communication, reflect
the following steps:



Plan Communication

1. Put yourself in the position of your potential partners. *What do they need to know*, and want to hear? *What will stop them listening* to what you have to say?
2. *Identify* and list *your different potential partners*. Identify whom to communicate with and why.
3. *Drill down into your communication objectives* and clarify specific objectives for each audience. What do they need and want to know from you?



Plan Communication

4. Be prepared for return questions. Present yourself by a *company profile* or *personal profile* for project contribution
5. Carefully plan the *message for each audience*, start by thinking about the broadest audience groups first.
6. Ask people from different partnership requests how you are doing. By getting timely *feedback*, you can *tune any future communications*.



Plan Communication

Important:



SELF-DISCLOSURE AND FEEDBACK:

The ability to disclose relevant information, share personal and business experiences, and provide honest, direct and timely feedback is critical to closing the communication loop.

What is a “Profile” and why would you need one ?



For getting into H2020 you need to be part of a consortium, as partner (or as coordinator).

So you have to find potential partners and convince them to take you into their consortium.

Present your experience, skills, ideas, ...



Your Profile

Where and when to use your profile

1. At Info days or brokerage events where you will meet potential partners
2. In partner search facilities like CORDIS
3. Whenever you find interesting persons through your internet search



Your profile is like an extended business card, it should be convincing, give the right amount of information, be easy to read and leave a positive impression about you.

Visibility

Developing a convincing profile to post on partner search sites or hand out at brokerage days is a **must**.

It will give you visibility in a targeted – but also limited – way.

You have to ask yourself:

- Can potential partners find me ?
- Do you (or your institution) have a meaningful website ?
- In English ?
- With your contact data?



Profile Development

- Contact Details, Organization Details
- Topic areas in terms of H2020:
For example 'e-Infrastructures' or 'ICT Generic micro- and nano-electronic technologies'
- Expertise description, Skills and competences
- Experience in FP projects, either personal or by your organisation (if applicable)
- Research infrastructure of the organization (if applicable)
- For universities: brief description of your research group (size, no of PhD students, research topics, ...)



A Partnership Request

While your **Profile** describes you and your organisation, a **Partnership Request** is specific for an open call for proposals.

In addition to your own profile (i.e. skills and experience you can offer) you need to add:

1. A description of your **project idea**
2. A specification of the skills and competencies of the partners **you are looking for**.



Conclusions

It is a good idea that you as an IM guide (inexperienced) researchers or SMEs through the process of profile development.

With experienced researchers cross-check their profiles

Ask them to prepare their profile or partnership request, go through it and provide feedback.

Advise them to make use of the available tools and explain how to use them.

