DISCUSSION GUIDE:

Topics to Discuss at the Board Meeting at the LESI Winter Planning Meeting 2022

Category	Focus Area	Deliverable
Educating our members	Job training	• one-day basic and advanced licensing/tech transfer courses available online • shorter interactive online course on Licensing Guidelines (from LES Brazil)
	Timely Updates	• Quarterly Global licensing Report / updates on case law & other recent developments affecting licensing and business transactions globally (first issue in Feb 2022)
	Hot topics / Engaging Programs & Relevant Voices	• Monthly, interactive pop-up classes (proposed COVID IP waiver, trade secret licensing, and data protection). • Consider Master classes (deep dives) and executive/industry interviews
	Case studies	• CEO case studies for SMEs – HTB Initiative/Collaboration with EPO • State of the Industry Briefings at LESI2022 w/ Industry Speakers providing case studies
	Coordination of education offerings	• Coordinate offerings/webinars by committees; consider as an income stream
Building Community	Strengthen board support/connection with LES societies (to build membership)	• Calls and correspondence with the national presidents together, regionally, and individually regarding membership issues, educational needs, and coordination • Follow-up with membership and sponsorship development proposals • Follow-up with education programs • Promote national society programs globally with weekly emails
	Strengthen board support/connection with LES committees (on key objectives)	• Assess, develop, and supplement committee leadership teams • Coordinate committee focus and work with strategic goals • Board liaison discussions and monthly reports
	Grow and strengthen industry and professional committees and other affinity groups	• Appoint chairs and vice chairs with specific characteristics and roles • Pull in leaders from similar LES society committees and hold monthly meeting • Host forums with industry - several during the year before the annual meeting • Planning at the annual meeting to select upcoming topics and projects • Proactively reporting month to and engaging the board for coordination and support
	Grow industry advisory boards & forums to advise and help LESI leadership	• Maintain and Utilize LESI Board Advisors • Build and Maintain IABs in key areas (Automotive, IT and Software, Consumer Electronics, CEEM/Environment, Life Sciences, Consumer Products & Univ/Gov • Grow industry forums / build champions by involving industry voice in LES activities
	Grow/Support affinity groups	• YMC regional education programs (3 annually) • WILA Speaker Series programs
Recognizing achievements	Innovation awards & LES Society Leadership Awards	• New LESI innovation award to identify case studies and talk about why successful • Use LESI award process to highlight LES leader in member recruiting efforts • Use all awards to raise visibility of LESI as thought leader • Continue awards for contributions to LES by LESI awards committee
Growing/ retaining membership	Value proposition	• Developed an organized a one-page value proposition document, listing and categorizing specific programs that provide value
	Outreach plan	• Develop additional programs to identify and reach out to key potential members
	Engaging and supporting national societies	• Outreach by calls and correspondence to national presidents and regions of national presidents to determine perspectives, activities, needs • Providing tools: LESI value proposition, list of 300 leading multinational companies based on patent filings • Spurring outreach to potential members

Providing public service and thought leadership	Providing advice and assistance on IP and licensing (LES Members, SMEs & tech transfer professionals)	• LES ProBono: "Ask me anything" programs in China, France, Brazil - Chris Shaowei and Fiona Nicolson • Collaboration w/ WIPO to add to existing Patent ProBono program with LES referrals • Global Tech Transfer - MOU w/ Korean Technology Transfer Agent Association & CLP • Support Innovation bulletin boards (like WIPO Green bulletin board)
	Educating young people about IP and licensing	• Kids IP Day - Madelein Kleyn • IP publication for kids - Roberto Dini and Federica Brotto
	Facilitating discussions on how IP to tackle global challenges	• LESI Global Technology Impact Forum (GTIF) programs on impact licensing and financing (Dec. 2021 & Jan. 2022)
	Promoting sustainable development and GreenTech	• Programming by LESI Chemicals, Materials, Environment, Materials Committee • Creation of a Sustainable Development Goals (SDG) index
	Connecting innovators with licensees	• WIPO Green bulletin board
	Diversity, inclusion, equity, and mentoring	• Ongoing internal efforts toward these goals in boards and committees - inclusion and diversity for gender and national identity
Obtaining Sustainable Funding/sponsors	Making our work for members and the public understandable and appealing	• Developed an organized information sheet on our value proposition, listing in an organized way the many specific programs that provide value • Promote value proposition on website and directly
	Developing a sponsorship program	• 50th anniversary campaign for membership and sponsorship
Communicating better about what we do	Promoting national society programs in an organized way	• Weekly email blasts, adding events to connect.lesi.org, organizing social media campaigns with engaging graphics and content to drive LES members and the public to LES events globally
	Defining the LES Identity and Differentiating LES From Other IP Organizations	• "Creating, protecting, and commercializing innovation, and managing and monetizing intellectual property and technology transfer" – tagline added to Global News
	Developing a New Website with More Capabilities	• Establish an online community *connect.lesi.org* committees and members more easily connect, work together, share information • Update and organize the LESI website to better reflect who we are • Refresh the LESI homepage