



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



# LESI Young Members Congress:

Outlook 2018



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## YMC: WHAT IS IT AND **HOW DOES IT SERVE LESI**

- YMC is organized as a committee of LESI for young members (under 40) and members that are young at heart
- Attracts Young Members.
- Engages Young Members.
- Retains Young Members.



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## YMC – BY THE NUMBERS

- Members that represent every region of LESI
- 5 YMC-dedicated Pan-European Conferences
- 3 YMC-Dedicated Pan-American Conferences
- 1<sup>st</sup> YMC-Dedicated Pan-Asian Conference coming this year



**LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL**



<b>Chair Natalie Raffoul (LES USA/Canada)</b>	<b>Chair-Elect Thomas Gaunt (LES Britain/Ireland)</b>
Immediate Past Chair Sherry Rollo (LES USA/Canada)	External Relations Alexander Haertel (LES Germany)
Communications (Incoming) Vincent Bergeron (LES USA/Canada)	Regional Meetings Tilman Muller-Stoy (LES Germany)
Mentorship (Europe) Eszter Szakacs (LES Hungary)	Mentorship (USA Canada) Michael Crichton (LES USA/Canada)
Industry Matthias Ulrich (LES Germany)	2018 YMC Europe (Zurich) Dr. Kilian Schärli, LL.M.
YMC 2017 Budapest (Incoming) Georgina Busku (LES Hungary)	2018 YMC Asia (Hong Kong) David Swain
	2018 YMC America (Cancun) Roxana Aispuro



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## LEADERSHIP & SUB-COMMITTEES

- **Monthly Int'l YMC Leadership Call** – YMC  
Committee Chair
- **Monthly Subcommittee Call** – YMC  
Conference Chair
  - Zurich – 6-8
  - Cancun – 6-8
  - Hong Kong – 8-10



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## RECAP OF 2017 YMC EVENTS

### 3<sup>rd</sup> Annual Pan American YMC Conference – Los Angeles

- More than 100 attendees
- Partnered with USC Stevens
- Distinguished speakers
- Virtual Reality demo from USC expert
- CLP course day before

### 5<sup>th</sup> Annual Pan European YMC Conference – Budapest

- More than 100 attendees
- Panel presentations on hot topics and a very interactive workshop regarding trade secret license agreement negotiation
- **Introduced fee for non-members → increased membership**



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## MARKETING

- International/Regional/National Meetings:
  - Remind attendees to join YMC Int'l **LinkedIn Group** (337!) → **expands network**
  - Always Announce Meeting Hashtag **#YMCBudapest2017** → **expands network**
  - WhatsApp groups for leadership, social events, and picture/image sharing → **promotes retention**
  - Tweet and **Retweet** at Meetings → **expands network**
    - Ex: LES Austria/Hungary Conference
    - Ex: **@YMC\_LESI** twitter handle – regularly posts information
- Highlight EVERY next event at current event! → **promotes retention**



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



YOUNG MEMBERS CONGRESS

## YMC INITIATIVES FOR 2018

- Re-invigorating the **Mentorship Program**
  - Survey Results
  - Developed plan in 2017
  - Mentor-Mentee matching has begun!
- Increased **Communications** to Members through formal channels
- **YMC conferences**
- **Events** at LESI Annual Meeting and regional conferences
  - Ex: Chicago – announced Sunday event at W through informal channels – **over 100!** (No funding required.)
- **Meetings Manual** is finalized
  - → do's and don'ts





LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## UPCOMING YMC EVENTS

### 4<sup>th</sup> Annual Pan-American YMC Conference – Cancun

- Friday, September 21, 2018
- Day before opening of AIPPI Annual Congress (discussion with AIPPI organizers)
- CLP to be held on Saturday (room for about ~50)

### 6<sup>th</sup> Annual Pan-European YMC Conference – Zurich

- Friday, July 13, 2018
- Medical/Life Science focus – in-house targeted



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## UPCOMING YMC EVENTS

### 1<sup>st</sup> Annual Pan-Asian YMC Conference – Hong Kong

- Friday, November 30, 2018
- Committee reps: China, Japan, Australia, UK, Canada, Singapore, US

### Events at Annual Conferences

- San Diego 2018: social event planning underway (Sunday night – country bar?)
- 3 to 4 YMC sponsored panels



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## HOW CAN YOU HELP?

- Publicizing YMC activities
- National Societies: form or encourage YMC committees
- Encourage Young Members in your organization to become involved
- Communications to Young Members at the National level



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## ACTION ITEMS

Communications to Young Members at the  
National/Regional level

- International → National communication?
- How to identify YMCs?
  - Cut-off age
  - Self-identify (young at heart)
- Database access
- Social media: Twitter and LinkedIn (337 members) great but not enough