

**SieQA V, Hotel Bangi-Putrajaya
17 October 2018**

**Workshop 3
Soliciting Collaboration Between Academia and Industry
HANDOUT 2**

Participants are to imagine themselves as either University's academic staff, officers from Ministry and representatives from Industry in a Triple-Helix collaboration. Consistent with the practice of networking, these role assignments (and potential combinations thereof) contain three possible outcomes as described below:

- "I help/need you, you help/need me. In this scenario, two people each have something the other wants.
- "I help you now, you help me later." In this scenario, two people can each help each other in the near future.
- "I can't help you directly, but I know someone who knows someone who can possibly help you."

Understand each of the roles. Take a few minutes to think about how you would market yourself and your "needs." Think about creative, yet not necessarily obvious or "in-your-face" ways to make your needs and wants known.

You now have approximately 20-30 minutes to network. Take your time and make a positive impression, even if the person with whom you first connect is of immediate use to you. You can politely ask the "unuseful" participants to direct you to others whom you may have met who may be able to provide what is being requested.

Continue until you find the person or persons who can help meet your needs. Along the way, make note of others' needs and make a conscious effort to direct those people to each other.