

Strategies and Methodologies for Designing IP Education & Training Programmes for Different Target Groups

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*WIPO Regional Workshop on Effective Management of IP
Academies: Challenges and Responses*

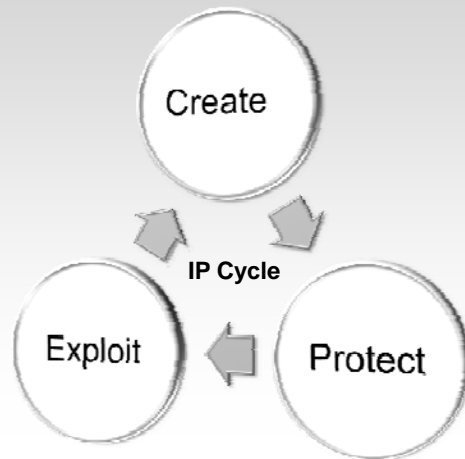


Introduction

- Fundamental question
 - What is the role of the IP education and training centre?
 - Ensuring general awareness in all sectors or specific sectors?
 - IP legal focused or multidisciplinary?
 - Certification purposes?
 - Skills development and upgrading?



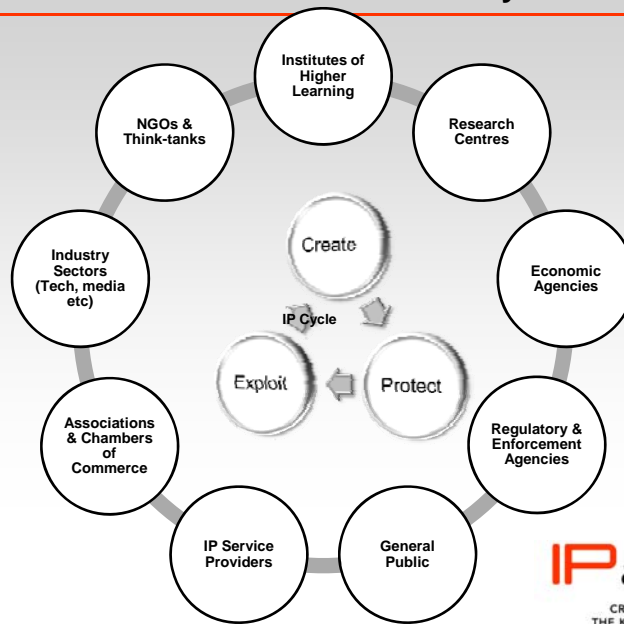
Identification of Target Groups



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Identification of Target Groups – Stakeholders of the IP Ecosystem



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Identification of Target Groups

Assessing Importance and Urgency of Intervention

- Ground intelligence is essential.
 - Build relationship with representatives from key stakeholders
 - e.g. as Board of Governors or Fellows
 - Regular interaction and discussion with various levels
 - e.g. young professionals and user groups networking sessions or focus groups
 - Verification of findings
 - May want to consider formal studies with other stakeholders but this is resource and time intensive.
 - Analogous study of other countries
 - May be useful but remember that each country and sector is unique and what works in one may not work in another.

Identification of Target Groups

Assessing Importance & Prioritisation of Intervention

- Analysing gap
 - Immediate or future demand
 - Impact
 - Widespread or focussed
 - Economic value
 - Public perception
 - 'Down-the-line' or catalytic reaction
 - Beyond border considerations

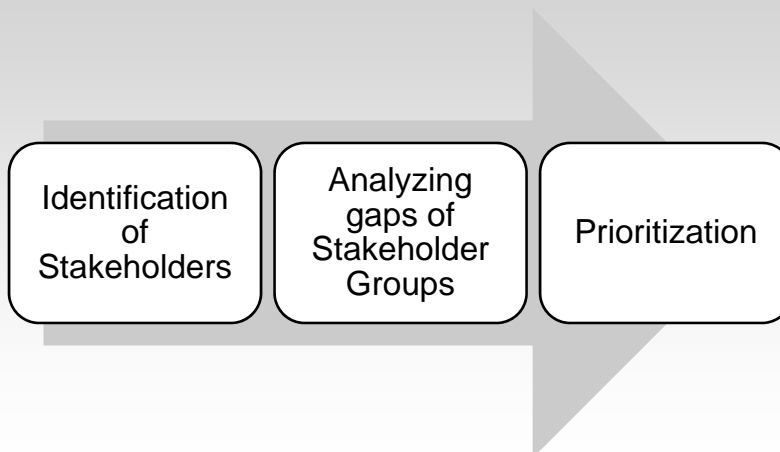
Identification of Target Groups

Assessing Importance & Prioritisation of Intervention

- Analyzing gap
 - Availability of resources and programmes (supply-side)
 - Constraints of budget
 - Lack of
 - interest
 - understanding of relevancy
 - support from the top ...
 - Stage of development of the sector

Identification of Target Groups

Assessing Importance & Prioritisation of Intervention



Case Study: The Creative Industry in Singapore

- National mission: “vibrant and sustainable creative cluster and increase gross domestic product (GDP) contribution from CI”
 - CI currently hires about 110,000 workers in more than 8,000 establishments. As Singapore rolls out her national initiatives, there will be an estimated demand of more than 10,000 creative workers by 2012.



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Case Study: The Creative Industry in Singapore

	Arts & Culture	Design	Media & Communications
Job Opportunities Available in CI	<ul style="list-style-type: none"> - Arts Administrators - Arts Managers - Marketing & Administration Managers - Marketing & Communications Managers - Project Managers - Production Managers - Stage Managers - Technical Theatre Specialists 	<ul style="list-style-type: none"> - Designers - Design Managers - Stage Technicians - Design Learning Managers - Design for Excellence Managers - Design for Future Managers - Corporate Development / Knowledge Management Positions 	<p>Games & Animation:</p> <ul style="list-style-type: none"> - Animators - Modelers - VFX Artists - 2D/3D Graphic Artists - Technical Directors - Game Designers - Game Developers - Game Programmers - Teaching Experts <p>Media</p> <ul style="list-style-type: none"> - Sales Professionals - Interactive & Digital Media Professionals (IPTV) - Web Producers - Researchers - Writers - Broadcast Designers - Sound Engineers - Editors



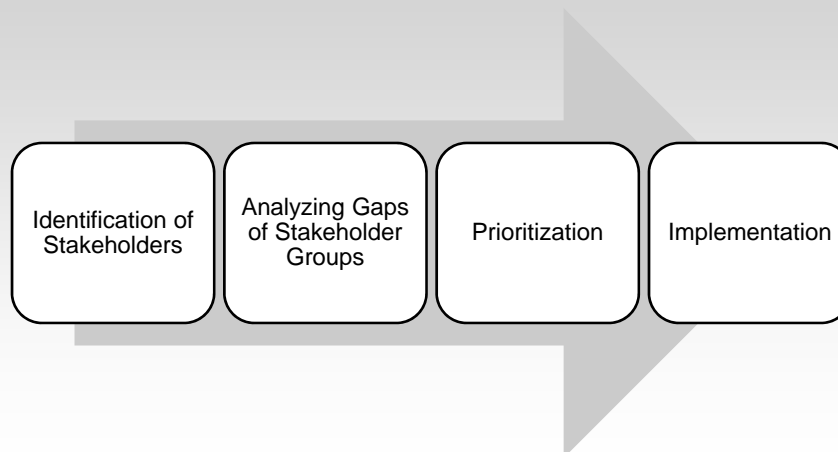
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Case Study: The Creative Industry in Singapore

- Identification of key stakeholders in this sector
 - Ministry and related agencies
 - Ministry of Information, Communications and the Arts
 - Infocomm Development Authority, Media Development Authority, National Arts Council, Design Singapore Council (economic or industry development roles)
 - Industry associations
 - Education and training providers

- Identification of Media & Communications sub-sector; newly emergent and economically impactful sub-sector
 - Music, TV/Film/Radio/New Media, Interactive Media Printing, Publishing, Advertising, Public Relations, Direct Marketing, Interactive Marketing, Games, Animation and Library and Information Management.

Identification of Target Groups Assessing Importance & Prioritisation of Intervention



Implementation

1. **Get Experts**
Identification of professionals having expertise and experience in this area.
2. **Review of existing programmes**
Sieve through programmes to understand the baseline.
> Limited programmes that teach or train on the application of IP to businesses in this sector.
3. **Understanding industry's specific needs**
> Practical and immediate relevancy.
> Short and sweet – not willing to take longer-term programmes.
> Industry comprise of micro – small set-ups; fragmented.
4. **Identify and verify the learning objectives** with tutors and with industry partners. Set expectations correctly.
> A good foundation to identify & manage IP issues
> Gain a critical appreciation of IP and relevancy to media
5. **Find a Champion**

Implementation



Case Study: The Creative Industry in Singapore

IP Academy programmes: IP Fundamentals: Applications for the Media Sector. From IP law (focus on copyright) to IP aspects in production. Supported by: Media Development Authority of Singapore

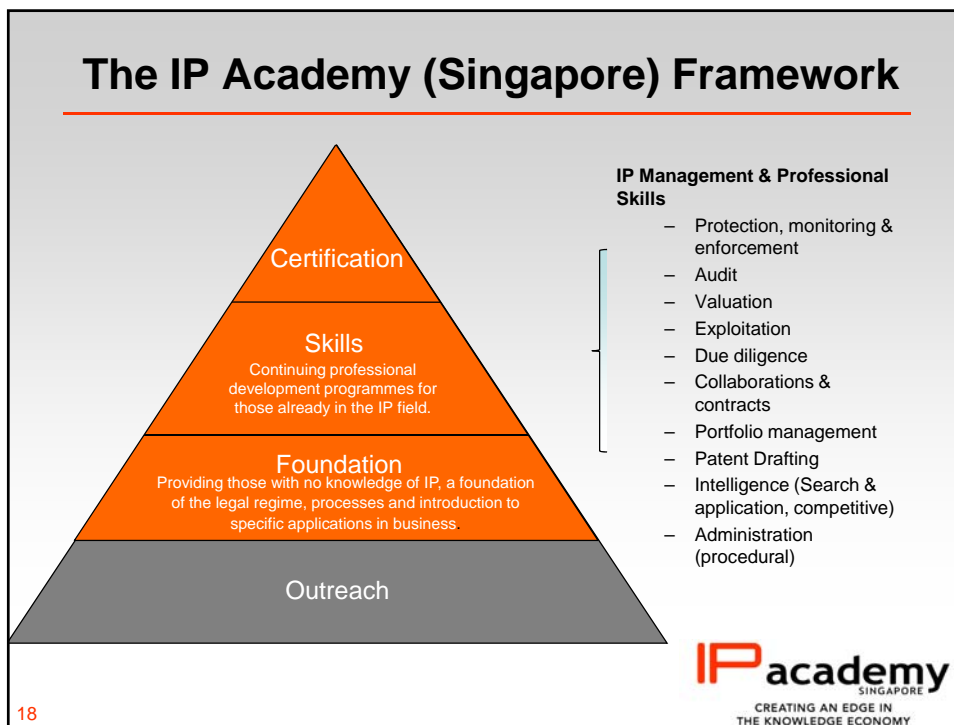
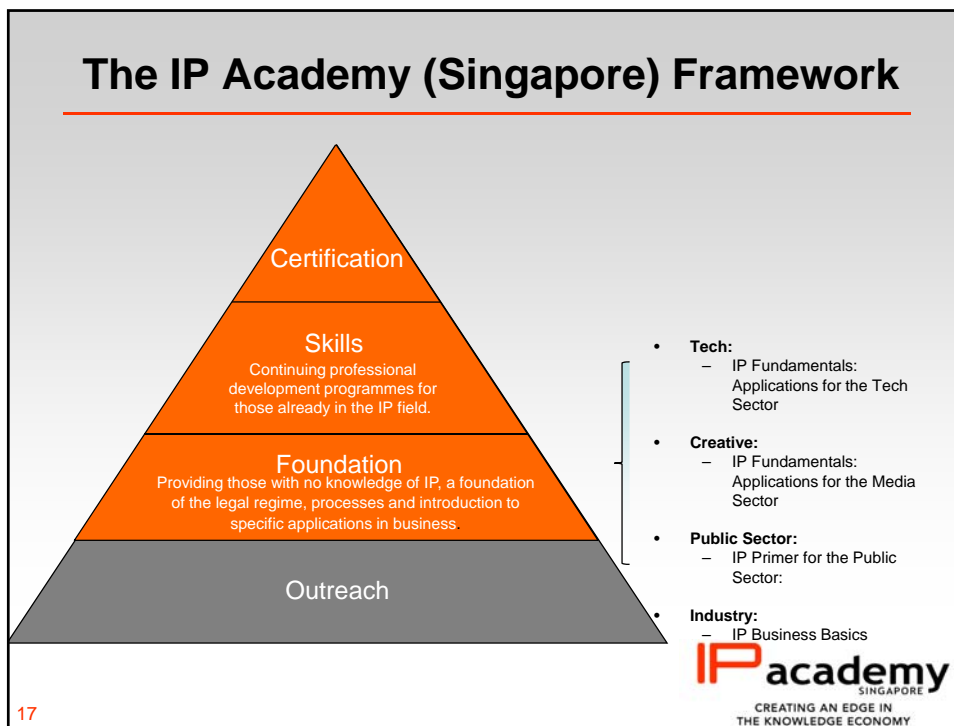
<p>Module A: IP Buzz in Media Production</p> <p>1. IP: A Bird's Eye View</p> <ul style="list-style-type: none"> • Copyright • Trade Marks • Passing Off • Patents • Registered Designs <p>2. How Do You Protect Ideas & Proposals?</p> <ul style="list-style-type: none"> • Law of Confidence • Non-Disclosure Agreements <p>3. Acquiring Rights</p> <ul style="list-style-type: none"> • Concept of "Chain of Title" • Assignment vs Licensing • Original Works vs Adaptations <p>4. Key IP Issues in Production Contracts</p> <p>5. Rights Clearances</p> <ul style="list-style-type: none"> • Performer's Consent • Music Clearance • Use of 3rd-party materials • Releases • Errors and Omission Insurance Issues <p>6. Infringements and Parodies</p> <p>7. Trade Mark Filing Strategies</p> <p>Module B: Decoding IP in Digital Media</p> <p>1. Protecting the visible elements of digital media</p> <ul style="list-style-type: none"> • Linking (framing & deep linking) vs Content syndication (RSS, mashups, etc) • IPR in elements of web pages • GUI and compilation rights 	<p>2. Protection of computer programs</p> <ul style="list-style-type: none"> • Non-Disclosure Agreements • Copyright vs patent protection • Free / Open Source Software • Fair dealings and secondary infringement • Digital rights management and anti-circumvention measures • Safe harbour for network service providers <p>3. Protection of databases vs data protection</p> <p>4. Virtual Worlds</p> <ul style="list-style-type: none"> • What are they all about? • Are traditional intellectual property laws applicable? • Rights in virtual world goods <p>5. Online games</p> <ul style="list-style-type: none"> • IP-related issues <p>Module C: Financing & Exploitation – What are my Options?</p> <p>1. Traditional Media</p> <ul style="list-style-type: none"> • Financing Models • Distribution in Film and Television <p>2. Digital Media</p> <ul style="list-style-type: none"> • Cross-licences, joint ownership and creative licensing <ul style="list-style-type: none"> • F/OSS licensing issues • Payment structures and royalties • Distribution and Support Services Agreements • Leveraging On The Internet To Advertise • Key-word advertising • Treading a fine line between infringement of intellectual property and novel use of the Internet
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Case Study: The Creative Industry in Singapore

- Reaching out to target audience; SELL the programme
 - Mainstream platforms not the best mode; specific trade publications
 - No formal interconnected network
 - Direct access necessary
 - Not just emails
 - Handbills at industry hangouts and libraries
 - Networking through and with past students
 - Talks to arts & media schools
 - Support by champions
 - Fee structure must be attractive; sometimes zero or low fees may not be the best.

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Other Types of Programmes

- Opportunistic – client-driven programmes
 - Individualised and customised.
 - Requires greater interaction to understand in-depth needs of client.
 - Confidentiality is critical and there cannot be information flow out to other clients in similar sector.
 - Requires an in-house team that is conversant in IP and a panel of expertise resource for depth development.

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The Reality Check

- Things seldom happen in any structured manner and nothing is guaranteed.
 - Partners may have different agendas.
 - Urgency and need to act may mean some of these steps are skipped.
 - Despite sufficient study, programme does not take off.

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About the IP Academy

The IP Academy (Singapore) is a national initiative set up by the Ministry of Law and the IPOS that is dedicated to the deepening and broadening of Singapore's knowledge and capabilities in Intellectual Property (IP) protection, exploitation and management.



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