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Approaches and Methodologies for Designing IP Education and Training Programs for Different Target Groups

TK

Contents

- Defining a target group

- Defining proper methodologies

- Delivery mechanisms of the WIPO Academy Courses

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Defining a Target Group and Proper Methodologies

- Defining a target audience

- Target audience and methodology linkage

- Designing adaptable methodologies

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Delivery Mechanisms of WIPO Academy Courses

- Face to face:
  - Theoretical approach
  - Practical training
- Distance learning as a new tool of education
- Distance learning as a pre-requisite to participate in WIPO Academy courses:
  - Enabling more case studies
  - Group discussions introduced
- Distance learning as part of university curriculum
- Follow-up sessions + national projects

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- Intermediate level
- Advanced level
- Specialized courses
- Summer School

Intermediate level

- Interregional Intermediate Seminar on Industrial Property
- Interregional Intermediate Seminar on Copyright and Related Rights

Main Features:

- DL as a prerequisite
- Theoretical training, Geneva
- Practical training, partner IP office

<u>Advanced level</u>

- WIPO-Sweden Advanced Training Course on Industrial Property in the Global Economy

- WIPO-Sweden Advanced Training Course on Copyright and Related Rights in the Global Economy

- WIPO-Norcode Advanced Training Program on Management of Copyright and Related Rights in the Global Economy

    Main Features / Four phases:

    - Preparatory phase (identification of a national project)

    - Course in Sweden/Norway

    - Implementation of project (home country)

    - Follow-up session (developing country)

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<u>Specialized courses</u>

- WIPO-CIPO Executive Workshop on the Application of Management Techniques in the Delivery of IP Services

- WIPO-NIPO Training Course on Patents

- WIPO-NIPO Training Course on Trademarks

- WIPO-OAPI Workshop on IP for Researchers

- WIPO/OEPM/EPO Seminar on Coordinated Patent Examination Procedures

Summer School:

■ Interdisciplinary

■ Same curriculum

■ Same teaching methodology:

  - DL 101 integral part of the curriculum

  - Lectures (issues-oriented approach)

  - Simulation exercises

  - Case studies

  - Moot court

  - Group discussions

- Two week course

- Online registration + fee payment

THANK YOU

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