



676401 – ETN-FPI

D4.10

Training School on Innovative Leadership, Entrepreneurship and IPR

D4.11

Workshop on Media Production <sup>1</sup>

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Abstract:

Report on ETN-FPI Training School on Innovative Leadership, Entrepreneurship and IPR (TS6) and Workshop on Media Production (WS3) organized at Tampere University and Finnish Broadcasting Company (YLE) Monday 11<sup>th</sup> February – Friday 15<sup>th</sup> February 2019.

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<sup>1</sup> D4.10 and D4.11 have been combined together into one deliverable since the two events were organized back-to-back during the same week.

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## Summary

The final training event of the ETN-FPI network was organized as a combination of the sixth training school, 'Training School on Innovative Leadership, Entrepreneurship and IPR' and the third workshop, 'Workshop on Media Production'. The event was co-organized by Tampere University and Partner Organisation Yleisradio Oy (YLE) in Tampere on 11<sup>th</sup> of February – 15<sup>th</sup> of February 2019. The training event was attended by thirteen of the recruited Early Stage Researchers (ESRs). In addition, seven phd students from Tampere University and Mid Sweden University joined the Workshop part of the event.

The aim of the training school was to provide the ESR's with leadership and transferable skills needed in their future careers as researchers, leaders, or entrepreneurs. The training school was held on three days: Monday 11.2., Tuesday 12.2. and Friday 15.2. On the first day of the training school the topic was intellectual property rights (IPR) management with the aim of giving the attendees a broad viewpoint on issues related with protecting innovations. On the second day of the training school the topic was leadership skills and the goal of the day was to increase knowledge and understanding of leader's role and tasks in a research group and reflect own career expectations. On the third day of the training school the topic was commercialization and technology transfer. The goal of the day was to learn how to identify and manage ideas and innovations as well as learn about technology transfer and what different career path options it can bring for researchers.

The aim of the workshop was to learn about virtual reality studio setup and the media production flow for mixed reality content creation and prepare own mixed-reality (MR) video. The participants were introduced to the virtual studio run by Keho Interactive at YLE. Using the virtual studio, under the guidance of local experts, the participants prepared and shot several promotional clips, some of them being related with the research within the network. The clips were of MR type, which means pre-designed geometrical models were embedded into a real scene shoot during the workshop. The videos were prepared following a standard organization of a filming crew, that is, each production had a dedicated director, script writer, camera man and actors. The workshop was held on two days: Wednesday 13.2. and Thursday 14.2. The first day of the workshop was preparatory and included a visit the virtual studio, writing of the script, preparing the scene, and refining the geometrical object (part of the modeling has been prepared by ESRs in advance). The second day of the workshop was reserved for rehearsal and shooting. In addition, on the second day, the participants went on a guided tour of YLE's premises and had a panel-type discussion with YLE professionals.

The slides for most of the lectures were distributed to participants after the event. Further information about the event, including info about the venues and schedule, is available at:

<http://www.full-parallax-imaging.eu/TS6/>

## Training school on Innovative Leadership, Entrepreneurship and IPR

### Speakers

Roberto Castagno: Head of IP services for the TECH unit at Nokia Technologies (PhD in telecommunications)

Dr Castagno joined Nokia in 1999 and has held a number of positions relating to multimedia technology, including R&D, platform management, business development and technology marketing. After some exposure to the world of intellectual property and licensing, he transferred to Nokia's IP team in 2007. Since then he has been operating at the nexus of intellectual property, technology and business.

Dr Castagno is passionate about the logistics of ideas and the management of innovation, and sees patents and IP rights as key enablers in a knowledge-based society. His responsibilities at Nokia have included advising Nokia businesses on IP rights matters in their strategy and business operations, leading IP rights streams in M&A and working on patent acquisition and divestment transactions.

Esa Pohjanheimo: Professional counsellor (coach) for directors and managers (PhD in social psychology)

Dr. Pohjanheimo holds a PhD in social psychology, and he is a professional coach and consultant for directors, managers and organizations as well as a non-fiction author. His book, *Johda ihmistä – Sosiaalipsykologiaa johtajille* (Lead the People – Social Psychology for Directors), was published in 2012 and *Työyhteisön vuosi* (The Year of a Work Community) in 2015.

Dr. Pohjanheimo has had clients from both companies and many from the public sector, especially from universities. His approach is solution oriented: people themselves are experts in their work. Consultant's role is to help them (provide a structured process and relevant information) to find new perspectives and solutions for both their own work as well as for that of the entire work community. His work was awarded the Social Scientist of the Year award in 2007.

Harri Länsipuro: Head of Innovation services at Tampere University (M.Sc. in computer Science and eMBA in General Management)

Mr. Länsipuro joined Tampere university of Technology in 2013 to head university research results commercialization and innovation services. Before that Mr. Länsipuro has held multiple senior level positions in Nokia corporation and Wärtsilä corporation relating to mobile software program management, automotive industry supply chain management and operations and maintenance management. Furthermore Mr. Länsipuro has headed multiple M&A related integration and business ramp-up projects, and business carve-out programs. He has also been working for two venture capital companies in Silicon valley area California.

Mr. Länsipuro is keen on identifying new ideas, combining ideas and diverse knowhow, utilizing people related networks and match different parties to create added value whenever it is possible.

## Program

Monday 11.2.2019: IPR Management by Roberto Castagno

### Topics:

- Patents and other forms of Intellectual Property
- From Inventions to Patents
- Technology Assets Management
- IP and Technology Assets as part of companies' operations

Social activity: Welcome Reception at the Tampere University, Kampusreena, 5th floor at 17:00

Tuesday 12.2.2019: Innovative Leadership by Esa Pohjanheimo

### Topics:

- Leading a group
  - The foundation of a work community or group
  - Leader's role in group development
  - Meeting practices
- Leader's role and tasks
  - Leader's role
  - Quinn et al model: Leader's task areas
  - Own expectations and future plans

Social activity: Dinner + possibility for a Finnish sauna & swimming in a frozen lake at Maisansalo

Friday 15.2.2019: Commercialization and technology transfer by Harri Länsipuro

### Topics:

- Identifying and managing ideas and innovations
- 101 on technology transfer for researchers
- So what! What's in it for me as an researcher? Connections to different career path options

## Workshop on Media Production

### Instructors

The workshop was held in the YLE premises in Tampere with instructors coming from Keho Interactive Ltd. (<http://kehointeractive.com/>). Keho Interactive Ltd develops and operates one of the most advanced virtual studios in the industry. In addition, it offers animation and digital performance capture services for games, movies and television and other motion-based digital services. The students were instructed by Mikko

Karsisto, CEO of Keho Interactive Ltd. and Zach Compton, Technical animator and facial performance specialist.

## Program

### Wednesday 13.2.2019: Workshop at YLE, Day 1

#### Topics:

- Introduction to virtual studio
- Scene preparation and modeling
- Script writing
- Rehearsal

### Thursday 14.2.2019: Workshop at YLE, Day 2

#### Topics:

- Inclusion of scene models to recording pipeline
- Rehearsal (cont.)
- Shooting
- Guided tour of YLE premises
- Panel discussion with YLE professionals

Social activity: Cross-country skiing lesson with teachers followed by sauna and dinner in Tampere city centre.

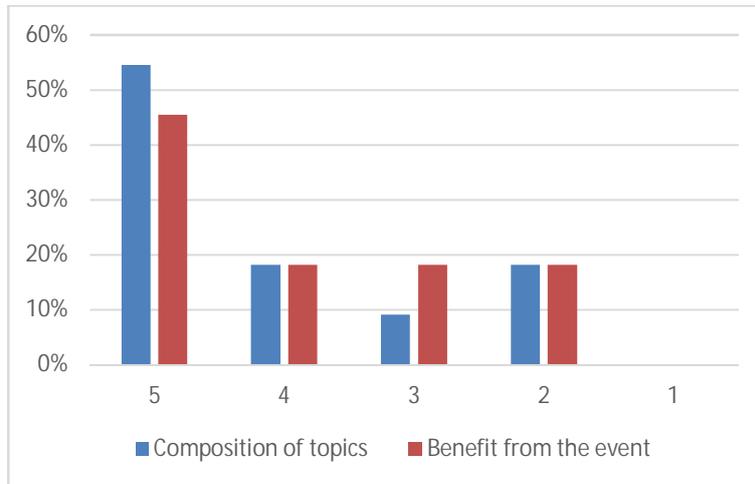
## Feedback from ESRs

At the end of the event, ESRs provided feedback on the training school and workshop. Overall, most ESRs were satisfied with quality of content and presentation, interaction during the event and considered the event beneficial for their future carrier. On a scale 1-5, the composition of topics at the event was rated, in average, as 4.2 and the benefit from the training event as 4.0.

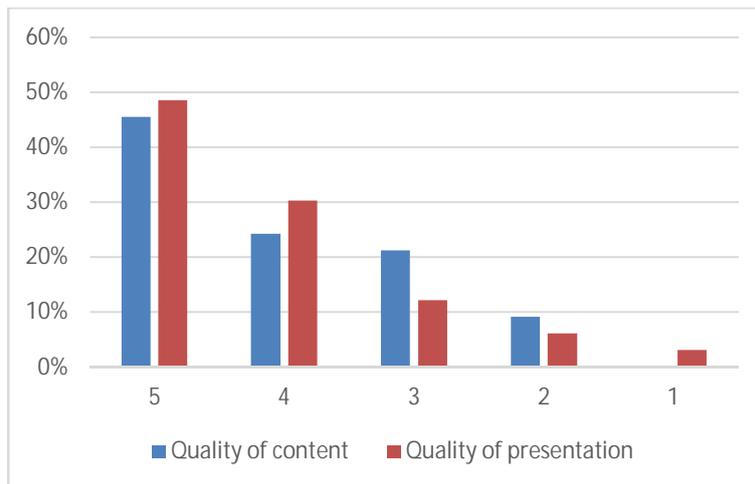
The distribution of individual answers, for the overall event as well as separately for the school and workshop are shown in the figures at the end of this section.

In the "Free comments" section, most ESRs commented on the workshop. They appreciated the overall process, particularly the freedom to experience various roles in a movie production pipeline. On the downside, some of them thought that the overall time for the workshop was too short.

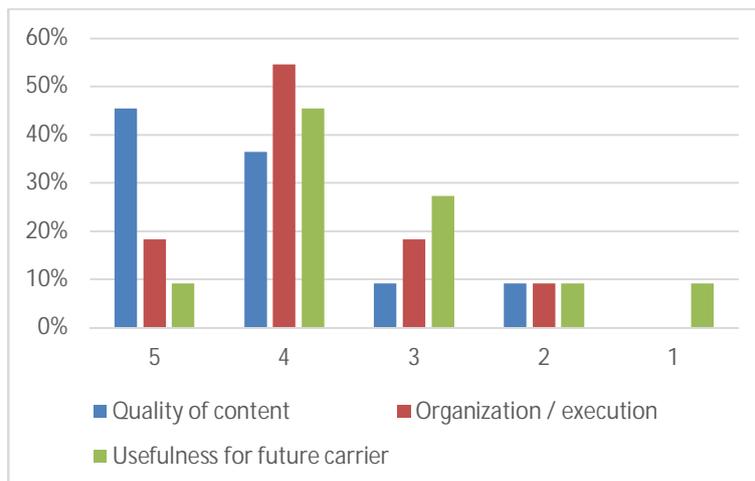
### Overall training event



### Training school on Innovative Leadership, Entrepreneurship and IPR



### Workshop on Media Production



### Training school participants



Photo: Arto Jalonen