ITU Academy Event

Fostering Innovation and Partnerships in Human Capacity Building: Enhanced Engagement of Academia in the Work of the ITU

28 April 2014, Prague

LS telcom's Training Academy

- Rolling 2 year programme of profession[al] training courses

- 36 different training courses from 2 to 5 days duration covering:
  - ▸ General Radio Communications
  - ▸ Spectrum Management & Monitoring
  - ▸ Broadcasting
  - ▸ Mobile & Microwave

- Purpose built training facilities
  - ▸ Can also be delivered in-house

- Highly experienced trainers whose specialist topics are also their 'day job'

- Over 20 years experience and over 3000 satisfied delegates

Industry's role in professional training

- We have <u>practical, hands-on experience</u> of real-life, industrial activities and projects
    - e.g. designing and rolling out networks

- We have unparalleled <u>global</u> <u>day-to-day</u> knowledge
    - working with over 90 regulators and 50 broadcasters world-wide

- We have both <u>technical depth</u> and <u>commercial breadth</u>

- We are at the forefront of <u>new regulatory practices</u>
    - e.g. implementing complex licensing and spectrum management techniques

- We understand <u>all spectrum users</u> needs
    - private and public sector, manufacturers, regulators, end-users

- Access to hardware and software

The value in industry-based training

- Professional training courses are generally **not** profit making activities

  ‣ minimum of 6-8 delegates to break even

  ‣ chance to share time and knowledge and get to know clients and potential clients – a **two-way** exchange of knowledge and issues

  ‣ training on hardware/software part of the sale and commissioning process

- Training often forms part of a wider institutional development program within a project

  ‣ adds significant value, especially to developing regulators

- Stella Artois effect (*reassuringly expensive*)

What is needed for industry to accept ITU training programmes?

- Embracing of the importance and value of industry-based training in addition to academic training
  - ▸ play to each other's strengths
- Recognition of the time, effort and IPR embedded in existing course materials
  - ▸ industry is not going to give away material
- Accreditation of industry-based courses by ITU
- Integrated CPD system for ITU/Academic/Industry courses
- Co-ordinated timetabling to minimise clashes

What would ITU/Academia gain?

- Joint marketing with a larger budget

- Wider selection of course material
  - ‣ Highly specialised modules

- Existing, prepared courses
  - ‣ No duplication of effort

- Increased opportunities to generate revenue for ITU/Academia

- Access to real-world experience and skills, and hands-on access to hardware and software