MERCURY

Strategic Partnerships, Joint Venture, and Consortia Development

25 – 29 July 2027
Istanbul (Turkey)



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Ref: 15410_306961 **Date:** 25 – 29 July 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

This strategic partnership, joint venture, and consortia development course on proactively creating critical components for successful collaboration. Whether it is a Strategic Partnership SP, Joint Venture JV, or Consortium, completing a formal scenario analysis with a detailed execution plan is crucial.

Firms and organizations that need to develop new capabilities to stay competitive can leverage SPs, JVs, or Consortia, which provide access to essential resources such as time, talent, and capital. Participants will learn a comprehensive development and analysis process and how to apply these in several leading industries.

The strategic partnership, joint venture, and consortia development course will guide you through developing a detailed rubric for screening and approaching potential partners, negotiating vital contractual terms, leading the execution or launch, and monitoring and assessing the success of a Strategic Partnership, Joint Venture, or Consortium.

For those interested in joint ventures and their definitions, this strategic partnership, joint venture, and consortia development course includes joint venture training that highlights the benefits of joint venture partnerships and the similarities and differences between joint venture and partnership models.

It will take an in-depth look into consortia development, helping participants to understand how coordinating with multiple stakeholders can lead to successful consortia initiatives. Participants will have the know-how to establish strategic partnerships, manage joint ventures, and develop consortia that drive business growth and innovation.

Targeted Groups:

- All individuals involved in Strategic Planning, Joint Ventures, and Consortia formation.
- Persons responsible for writing, reviewing, or approving Strategic Partnerships.
- CEOs, Business Executives, Committee Secretaries.
- Board Members.
- Chairpersons of Boards.

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Course Objectives:

Upon completing this strategic partnership, joint venture, and consortia development course, participants will be able to:

- Define strategic partnership, joint venture, and consortia development, including their roles and importance in the business landscape.
- Understand the definition of strategic partnership, its meaning, and the various types of strategic partnerships.
- Explore the benefits and advantages of strategic partnerships in achieving business goals.
- Learn the framework for strategic partnership development and strategic partnership management.
- Identify critical skills required for building strategic partnerships and managing strategic partnerships effectively.
- Analyze the strategic partnership framework to understand how to form, develop, and maintain successful partnerships.
- Examine the roles and responsibilities of a strategic partnerships manager and the strategic partnership solutions they implement.
- Study the definition of joint venture, understand what it is, and how it differs from other business collaborations.
- Discuss the benefits of the joint venture and the differences between a joint venture partnership and other types of partnerships.
- Gain insights into joint venture training and joint venture courses to understand how to develop and manage joint ventures effectively.
- Explore the process of consortia development and how it can be utilized for large-scale projects and collaborative initiatives.
- Highlight the importance of strategic partnerships, joint ventures, and consortia development in driving innovation and competitive advantage.
- Provide strategic partnership training to enhance the ability to develop and manage strategic partnerships, joint ventures, and consortia.
- Equip participants with practical tools and methodologies for creating and sustaining strategic partnerships and joint ventures.
- Foster strategic partnership skills that enable individuals and organizations to build and leverage strategic alliances effectively.

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Targeted Competencies:

Target competencies in this strategic partnership, joint venture, and consortia development training will be able to:

- Strategic partnership skills.
- Understanding strategic partnership definition.
- Strategic partnership development techniques.
- Knowledge of strategic partnership framework.
- Strategic partnership management proficiency.
- Types of Strategic Partnerships Identification.
- Advantages of strategic partnerships analysis.
- Building strategic partnership capabilities.
- Importance of strategic partnerships comprehension.
- Strategic partnerships manager role understanding.
- Explore strategic partnership solutions implementation.
- Strategic partnership roles clarification.
- Strategic partnership training application.
- Joint venture definition comprehension.
- Joint venture and partnership differentiation.
- Benefits of the joint venture identification.
- Joint venture partnership development.
- Joint venture training execution.
- Consortia development understanding.
- Effective collaboration in joint ventures and consortia.

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Benefits of Strategic Partnership Development and Management:

This strategic partnership, joint venture, and consortia development course provides participants with strategic partnership skills essential for a strategic partnerships manager aiming to deliver effective solutions. It deepens the understanding of strategic partnerships, including their purpose and meaning across various contexts.

Participants in this strategic partnership, joint venture, and consortia development training will explore the different types of strategic partnerships and their benefits. Building strategic partnerships involves several critical steps. Their importance cannot be overstated, as they can provide considerable advantages to all involved parties.

Course Outline:

Unit 1: Key Facets and Structural Comparisons of SPs, JVs, and Consortia:

- Organizational, Functional, and Financial positions of entities involved.
- Comparing tangible and intangible assets in partnership contexts.
- The legal structures and contractual components of collaborations.
- Differentiating between stand-alone projects and ongoing processes.
- Timelines and schedules for partnership development.

Unit 2: Resource Allocations: IP, Personnel, Capital, and Facilities:

- Product-Service Metrics.
- Technological Complementarity.
- Common and Diverse Platforms.
- Common and Diverse Extensions.
- Essential Personnel Functions, Processes, and Deliveries.
- Managerial Oversight.
- Capital Access and Costs of Capital.
- Facilities-Infrastructure: Development, Manufacturing, Distribution, Support.

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Unit 3: Mapping Firms/Organizations and Sectors/Industries/Markets/Segments:

- Analyzing product-service ranges and reaches.
- Product-Service Life Cycles and User-Adoptions.
- Understanding marketing, advertising, and promotion structures within partnerships.
- Growth-share and market stage analysis using fundamental business matrices.

Unit 4: Review, Analyze, Evaluate, and Advise on SPs, JVs, and Consortia:

- Dissecting deal intent, operational logistics, and strategic objectives.
- Assessing deal structure, organization, and management.
- Discussing deal terms, schedules, and benchmarking efforts.
- Exploration of capital co-investments and financial remuneration strategies: Debt vs. Equity.
- Financial Remuneration: Royalties, Licensing, Revenue-Share, and Equity-Share.
- Legal Issues and Intellectual Property.

Unit 5: Developing Potential SPs, JVs, and Consortia for Your Firm/Organization:

- Conducting external sector, industry, market, and segment overviews.
- Mapping integrated product-service-IP strategies.
- Value-Chain Vertical and Horizontal Integration Stages.
- Analyzing market conditions through Ansoff Matrix and other tools.
- Evaluating legal considerations and deciding on domicile for partnerships.
- Comparing SPs, JVs, and Consortia and their respective synergies.
- Synergies and Complimentary vs. Diversification.
- Outlining proposed structures, terms, remuneration, and timing.