



## Are you up for it?

- ✔ **Does your university want to grow its collaboration with business and the wider community?** With AIMday you have an effective tool for forging new contacts, enhanced knowledge exchange, and rewarding collaboration, benefiting both research and education.
- ✔ **What are your institution's focus areas?** AIMday is arranged in your institution's areas of strength or in areas that are otherwise of strategic importance. This is why they underlie AIMday themes.
- ✔ **Are your researchers interested in external contacts and collaboration within your focus areas?** AIMday is something you do together. It's important that the researchers feel motivated and involved. Be sure they buy into the idea.
- ✔ **What external target groups do you have?** What companies and organizations are in need of better contact with research in your focus areas? Identify your target groups and try out the idea.
- ✔ **Do you have the time and resources?** Working with AIMday requires devoted people with competence, networks, and time.
- ✔ **Are there suitable venues?** It's vital for AIMday to be in the right setting. The meetings take place on campus and in individual rooms. Be sure there are places for people to mingle as well.

**Marked 'yes' for all questions?** Congratulations! You're up for AIMday! Contact us for further information.

## Of course you are up for it!

Contact us. We will provide you with the support you need to work successfully with AIMday.

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[www.aimday.se](http://www.aimday.se)



## How to make good things happen

Open the door to AIMday®

## Why AIMday?

- AIMday® is a unique meeting form focused on forging contacts between academic researchers and companies.
- Questions and issues from companies and organizations are matched up with specific academic expertise to form the basis of focused workshop discussions.
- The AIMday format – one question, one hour, and a group of academic experts – has been used in several scientific fields. It has been proven successful in generating new contacts, new ideas and new approaches to problems.
- AIMday creates a multidisciplinary perspective. It's been shown over and over that the multidisciplinary approach results in increased efficiency in discussions.
- AIMday enables follow-up and facilitates support for continued exchange of knowledge and rewarding collaboration.
- The AIMday concept provides a complete package and brand for how successful meetings are arranged. Well-tested procedures and practical tools ensure reliable and efficient implementation.
- There are only winners among attendees on AIMday. But what's key is that AIMday enables research come to good use. For everyone.



UPPSALA  
UNIVERSITET

Meetings everyone  
benefits from

# The Concept

The AIMday® concept comprises many process components. Process support has been developed for these, consisting of manuals, tools, and professional support. All to ensure that AIMday will be carried out reliably and efficiently regardless of where it is arranged.

# The Tools

Dedicated tools have been devised to support the entire AIMday process. The toolbox consists of a *Concept Manual*, a *Brand Manual*, *Web & Registration tools*, and *Optimization software*. These tools facilitate the execution of AIMday.

# The Brand

A key factor for success is the AIMday brand. Core values are *simplicity*, *closeness*, and *openness*. Meetings are held in campus settings and are informal and candid. This mix creates a productive atmosphere that yields documented good results.



**Informal meetings.** During AIMday there are ample opportunities to mingle informally and have spontaneous meetings. These are at least as important as others. Many rewarding contacts are forged here.



**Small groups.** Every question formulation is dealt with for one hour. No more, no less. The size of the group is five to ten persons.



**Inspiration and insights.** Researchers can learn about industry's needs for new knowledge and competence in their own research area.

**“It’s important to meet in a cross-functional forum like AIMday. When people from various quarters gather around common issues it leads to interesting discussions.”**

*Bo Lerman, R&D coordinator for issues relating to the elderly at Uppsala Regional Council.*

## The AIMday® concept

The entire process spans about 8 months.

