



H2020 Awareness Raising Group Training

Boğaziçi University, Istanbul

4th & 5th November 2013

Programme – from 09:30 to 16:30 on each day

Day 1

- *Origins of Horizon 2020*
- *Structure*
- *Pillars*
 - *Instruments*
 - *Priorities*
- *Discussion – what's in it for you?*

Day 2

- *Taking part*
 - *Rules*
 - *Processes*
 - *Benefits of taking part*
 - *What's different about Horizon 2020*
- *Testimonials from Boğaziçi TTO staff*
- *FP7 case studies*
- *Where to find out more*

Outcome

At the end of the course, participants will:

- Be fully aware of the benefits offered by H2020;
- Have a better understanding of how to strategically prepare for successful participation when the first calls are launched in 2014.

Methodology

The seminar will be in English. The two days will include periods of discussions.



Facilitators

PETER FREDERICK

Mr Frederick is a Corporate Bid Manager and FP Training Expert at Pera.

Until 2004, Mr Frederick worked as a research scientist for British Maritime Technology Ltd. He worked extensively on European Commission collaborative research projects, in both technical and project management roles. Projects were spread across a wide variety of industry sectors, including road transport, medical IT, manufacturing, maritime engineering and web-based software tools. In addition, he also authored a number of research proposals and successfully obtained research funding from the European Commission.

Mr Frederick joined Pera in 2004 as a proposals writer. He has authored a high number of successful research proposals for national and EC FP7 funding in mechanical, electronic and software fields across the energy, food, retail and construction sectors. Within this position, Mr Frederick was responsible for the quality of research proposals created by the bid writing team. This involves:

- Concept generation/optimisation for Pera clients, including client workshops and brainstorming meetings
- Monitoring, training and mentoring of the writing team
- Provision of best practice guidelines, training manuals and templates
- Pre-submission evaluation of proposals to beyond EC standards
- Manage quality control for all divisional proposals.

In 2011, Mr Frederick published “Persuasive Writing: How to Harness the Power of Words” (Pearson Business) a book where he explained the most powerful, consistently proven techniques in the world of commercial bid writing.

Mr Frederick has a Bsc Hons degree in Human Cybernetics from the University of Reading. The course covered a diverse syllabus, including Artificial Intelligence, Control Theory, Robotics, Artificial Life, Biological Systems and Psychology. Upon finishing education in 1999, Mr Frederick worked at the University of Reading, developing ancestral gene analysis software.



Dr PETER SHEARD

Dr Sheard is a Bid Writer and FP Training Expert at Pera.

Since 1988 Dr Sheard has initiated and managed over 45 multi-national development consortia within various national and international initiatives concerning the selection, design and processing of polymeric composite materials and their applications. As a result of this wide technical and business experience Dr Sheard is regularly contracted by the European Commission as an assessor of FP proposals under the Cooperation and Capacities Programme areas, has sat on EPSRC peer review panels for proposal selection and ranking, and has conducted numerous project reviews.

Dr Sheard has been a key member of the rNET support team at Pera; he acts as a mentor to researchers, helping them refine their concept, define the impact of the research, build their implementation plan and methodology, establish their supply chain needs, and reviewing and editing their proposals. Peter delivered various proposal writing and project management training sessions in the frame of rNET. Dr Sheard is a key member of the Pera Turkey-in-FP7 team (EuropeAid), acting as Key Expert and responsible for the organisation and delivery of FP7 training courses and SME one-to-one innovation consultations.

Dr Sheard has published over 40 articles in journals, conferences, seminars and books. He has been an Associate of the Institute of Lighting Engineers and Institute of Materials, a co-opted member on BSI Committee B509/50, an active member of the CEG Working Group on Non-Ferrous Reinforcement, a founder member of the Executive Council of the NGCC (Network Group for Composites in Construction). Dr Sheard holds a PhD in Composite Materials (Materials Technology – Polymer Composites, Corrosion) with the University of Surrey, Guildford, UK.