

Ambassador Program



A | T | T | P
alliance of technology transfer professionals

About the ATTP Ambassador Program

With the formation of ATTP complete, ATTP officially introduces its Ambassador Program. This program was created to serve as a communications outreach to invite technology transfer professionals to apply for the Registered Technology Transfer Professional (RTTP) registration. The RTTP registration will provide professional training for individuals wishing to advance their skills; ultimately ensuring excellence within our field.

The Ambassador Program is focused on a very narrow goal: empowering ambassadors to “spread the word” about RTTP registration. By serving as an Ambassador, you can reach out to the technology transfer professionals in your office, your organization, and others that you may know and recommend RTTP registration. You will be one of the ATTP “links” sharing the value and importance of this program to more than 5,000 technology practitioners in 67 countries.

As an ambassador, what do I have to do?

Being an ambassador just takes a small amount of time and willingness on your part to support ATTP and this very important program. The ATTP Ambassador Program is simple. We'll provide you with the information and all you have to do is "spread the word." We simply ask that you reach out to someone once a month for six months, and then periodically thereafter. Encourage them to register for the program; it's up to you whether you prefer to:

- 1 "Talk it up" within your technology transfer ecosystem.
- 2 Ask the simple question: "Have you registered to become a RTTP?"
- 3 Email the information to those who may be interested.
- 4 Include the information in presentations when speaking at our industry's events.
- 5 Add "RTTP" to your electronic signature once you receive the designation.

Why become an ambassador?

Your help is vital in communicating the importance of RTTP around the world! The more colleagues there are with RTTP registration, the more it will benefit each one of us in the technology transfer field; which in turn, will lead to the global recognition of our profession.

How do I sign up to be an ambassador?

Go to the ATTP website www.attp.info and click on "Ambassador Program." It will ask for your name and contact information and then direct you to the information page, where you can view and/or download all the necessary information.

Communications Kit

The resources in the Communications Kit will make reaching out to your colleagues a minimal investment of time on your part, and will deliver a maximum impact on our profession's quality and excellence. These tools will help you spread the word in your "technology transfer ecosystem" about our industry's commitment to the achievement of RTTP registration.



Elevator Pitch



Email Copy



About ATTP



About RTTP



Electronic Signature ("Sig")



Brochure



PowerPoint Presentation



Newsletter



Elevator Pitch

The Alliance of Technology Transfer Professionals (ATTP) is the international body for professionals engaged in technology transfer (TT). The alliance was established to provide a global standard of professional achievement and personal recognition for those working within the sector through Registered Technology Transfer Professional (RTTP) status.

Becoming a Registered Technology Transfer Professional:

- Confirms individual professional's credibility within the profession as assessed by expert practitioners
- Provides international recognition as a technology transfer expert
- Unites professionals on a global basis within a recognised and agreed framework



Email Copy

<Name>

I'm sending this email to several of my colleagues regarding a recently launched registration program for those of us in Technology Transfer—I thought you might be interested. You have probably heard about the newly formed Alliance of Technology Transfer Professionals (ATTP) by now. It is offering an internationally recognized registration program called Registered Technology Transfer Professional (RTTP). I'm really pleased about this opportunity and see it as a way to advance our profession.

I would be glad to discuss this with you or you may visit www.attp.info to learn more about this opportunity.



About ATTP

The goal of ATTP is to support the development of the technology transfer profession and its practitioners. The transfer of new discoveries and new knowledge from research laboratories into commercial products in the marketplace is recognized globally as being of paramount importance to our world economy.

The professionals who work to facilitate this transfer are as diverse as the cultures they represent. They must, however, have a core skill set common to all in order to be effective. For this reason, a group of leading technology transfer organisations have come together to form the Alliance of Technology Transfer Professionals (ATTP).

ATTP is established to recognise and promote individuals with these core competencies and to provide professional training for individuals wishing to acquire these skills. Rather than each association having its own registration criteria, they now have come together to establish internationally recognised standards. ATTP connects more than 5,000 technology transfer professionals in 67 countries.



About RTTP

RTTP (Registered Technology Transfer Professional) registration provides a global standard of professional achievement and personal recognition for those working within the technology transfer sector.

Becoming a Registered Technology Transfer Professional:

- Confirms individual professional's credibility within the profession as assessed by expert practitioners
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For a list of recently registered RTTPs, see: www.attp.info/registration/registered-professionals.asp



Electronic Signature ("Sig")

John Doe, RTTP

Registered Technology Transfer Professional



Brochure

www.attp.info



PowerPoint Presentation

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Newsletter

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