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## Industry Engagement at the Australian Synchrotron: Lessons learned

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It is important that Australia's landmark research infrastructure, including the Australian Synchrotron, is well-recognised, understood and, where relevant, utilised by industry for the economic and social benefit of Australia and all Australians. A dedicated Industry Engagement team aims to support Australian Industry to utilise synchrotron technology to problem-solve and innovate for the ultimate benefit of the community.

Working with industry clients, however, presents different challenges to working with the academic community and requires a different approach. In most instances, you will need to work with clients to help them articulate the problem they are trying to solve which is very different to presenting your own research and hoping it is of interest to a client.

This presentation will:

- Highlight key differences in approach to commercial vs academic engagement
- Explore ways to measure your efforts and track the progress you are making towards a successful project
- Examine how to manage client expectations and avoid getting off target
- Discuss how to raise awareness and understanding of technical capabilities to potential commercial clients
- Share ways to inspire businesses to explore applications and capitalise on the opportunities arising from our world class infrastructure
- Showcase existing case studies, demonstrating successful connections between science and industry

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