Webinar + Live Q&A

Wednesday, April 13th | 2 PM ET

Learn best practices for managing a successful university licensing program

Your hosts

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Lehigh University

Priya Exantus

- Towson University

- Manager of Trademark Licensing

- Licensing for 3+ years

- Background as a licensee

- Past work in sales and marketing

- MBA, Seton Hall University

- BS, University of Maryland College Park

- Active member in ICLA

Monika Skuriat Fritz

- Lehigh University 9 years

- Director Business Partnerships and Marketing

- Licensing for 6+ years

- Background in business and marketing

- MBA, University of Pittsburgh Katz Graduate School of Business

- BS in Marketing, University of Pittsburgh

- Active member of ICLA

Best Practices for Managing University Licensing Program

- Establishing goals and KPIs for your program

- Supporting your school's missions and values

- Managing royalties

- Determining the tools you'll need

- Supporting school buyers and overseeing vendors

- Reporting and measuring performance

- How to know if your program is successful

- Q&A

Goals and KPIs

- School mission and values

- Supporting MBE/SBR goals

- Make procurement happy

- Protecting and enhancing
  the value of the school's brand

Supporting Your School's Missions and Values

- SBR set asides

- Diversity spending

- Local vendors

- Fair labor practices

- Safety and health compliance

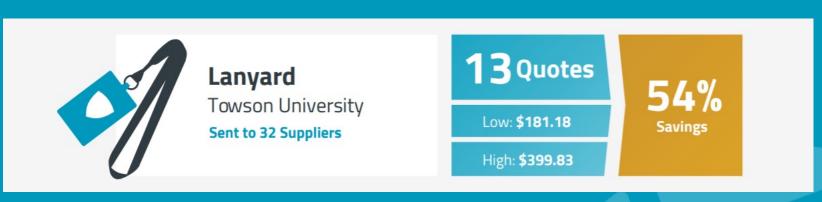| 2021	24	all vendors
	13	local
	5	SBR
	2	MBE

Royalties

- Money coming back to the school

- Funds internships and programs

- Trends: dedicated logos and initiatives

- Strategies: limited and exclusive items

Tools of the Trade

Quoting Tool

- Marketplace
- Competitive bidding
- Royalty calculating/tracking
- Reporting

Robotics Tee
University of Iowa
Sent to 9 Suppliers

7 Quotes
Low: $211.59
High: $322.07
34% Savings

Lanyard
Towson University
Sent to 32 Suppliers

13 Quotes
Low: $181.18
High: $399.83
54% Savings

Benefits for Buyers

- Shop with confidence
- Protect the school's brand
- Ensure vendors are licensed
- Find new vendors
- Explore product categories
- "Apples to apples" comparisons
- Increase transparency
- Structured quote requests = better quotes
- Better result with less work

Getting Quotes from Multiple Licensed Vendors

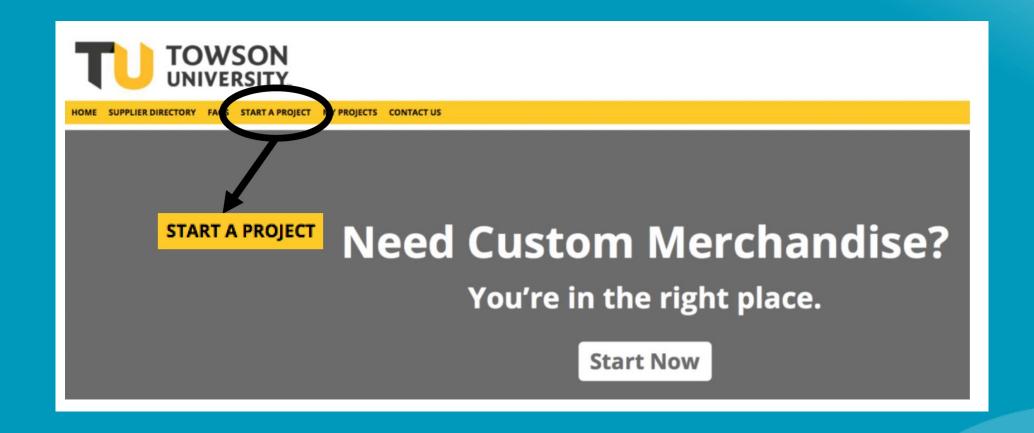|	Projects	Avg Quote Difference
January – March 2021	~20	93%
April – June 2021	~18	146%
July – September 2021	~15	178%

Pro Tips

- Distributors vs. manufacturers
- Lowest quote doesn't equal lower quality
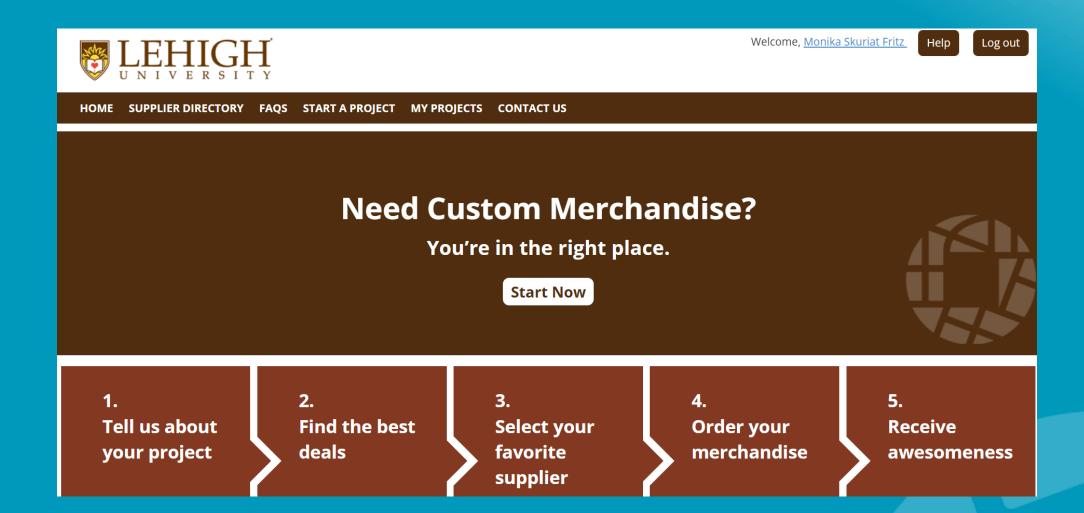
Supporting University Buyers

- Communications: webinars, emails, social media
- Educate buyers on benefits
- Alleviate concerns
- Demonstrate proof of performance
- Reinforce on licensing web page
- SSO link to quoting tool
- Annual reminders
- First quote support
- Handling buyer resistance
- Create a feedback loop

CLICK.
QUOTE. SAVE.

GO.LEHIGH.EDU/CUSTOMMERCH

Supporting University Buyers

Supporting University Buyers

Managing Vendors

- Treat vendors as partners
- Get vendors excited about benefits
- More exposure to buyers across the university
- MORE opportunities to bid on projects
- Level playing field
- Change management
- Ongoing compliance management
- Regular, open communication

Reporting

- Cost aversion
- Royalty revenue
- Reconciling vendor-reported royalties
- MBE/SBR tracking

Recognizing Success

- Savings: time and money
- Awareness of licensing program
- Sales volume
- Brand protection
- Brand pride

Questions?

Thank you!

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