



Creating Communities of *Innovation*

ASSOCIATION OF UNIVERSITY RESEARCH PARKS

FOR IMMEDIATE RELEASE

ROI Research on Investment to work with the Association of University Research Parks (AURP) as investment attraction Knowledge Partner.

Tucson, Arizona, May 22nd, 2018 - ROI Research on Investment (ROI), an award winning global authority on investment attraction for economic development organizations, today announced that it will become the Investment Attraction Knowledge Partner of the Association of University Research Parks (AURP). Initially, ROI will host a series of webinars and training sessions to AURP membership on topics including: best practices related to lead generation, business development, benchmark assessment/value proposition formulation, cluster targeting and digital marketing.

“It is very exciting for us to become the Investment Attraction Knowledge Partner of the AURP. The worlds of higher education, economic development and innovation are converging at an ever-accelerating pace. We’re thrilled to share our know-how to ensure that AURP members win their fair share of corporate expansion and investment deal flow.”, said Steven Jast, President of ROI.

The Executive Director of the AURP, Carol Stewart added, “University research parks provide a wonderful environment for technology development and commercialization. However, AURP members face the same business development challenges and intense competition as any other jurisdiction around the world vying for investment. We couldn’t be happier to be working with the ROI team to provide cutting-edge insights on investment attraction best practices. We are very confident that our membership will benefit greatly from this content.”

The first webinar will take place on May 29, 2018 at 2:00 (EDT), entitled “Benchmarking Your Research Park and Identifying Cluster Strengths for Investment Attraction Success”. The session will be co-presented by Steven Jast and Dr. Nadine Jeserich (VP Analytics at ROI). Details on additional webinars and events to follow.

ROI Research on Investment is a full-service provider to organizations focused on economic development and investment attraction. Find out more about ROI: www.researchoninvestment.com

The Association of University Research Parks, AURP, fosters innovation, commercialization and economic growth in a global economy through university, industry and government partnerships. Find out more about AURP: www.aurp.net

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