

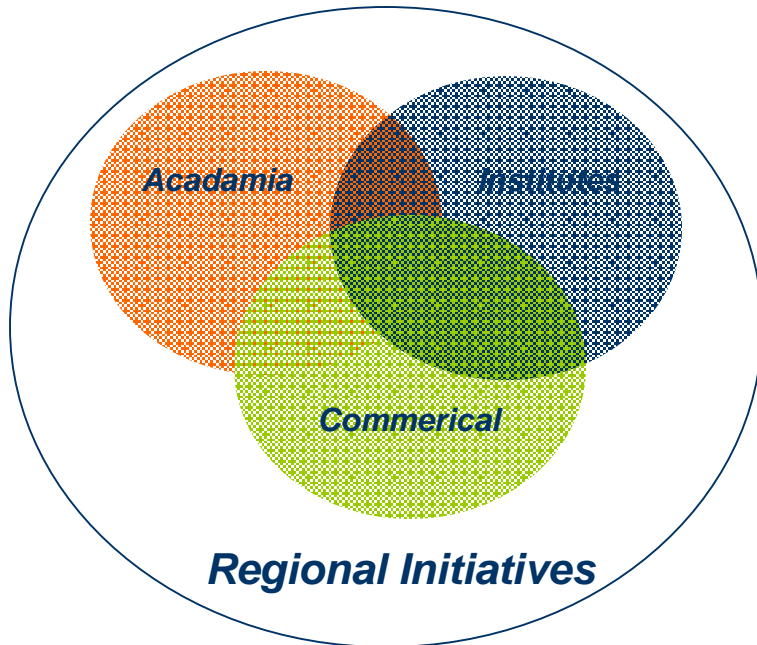


**Prostate
Cancer
Foundation**

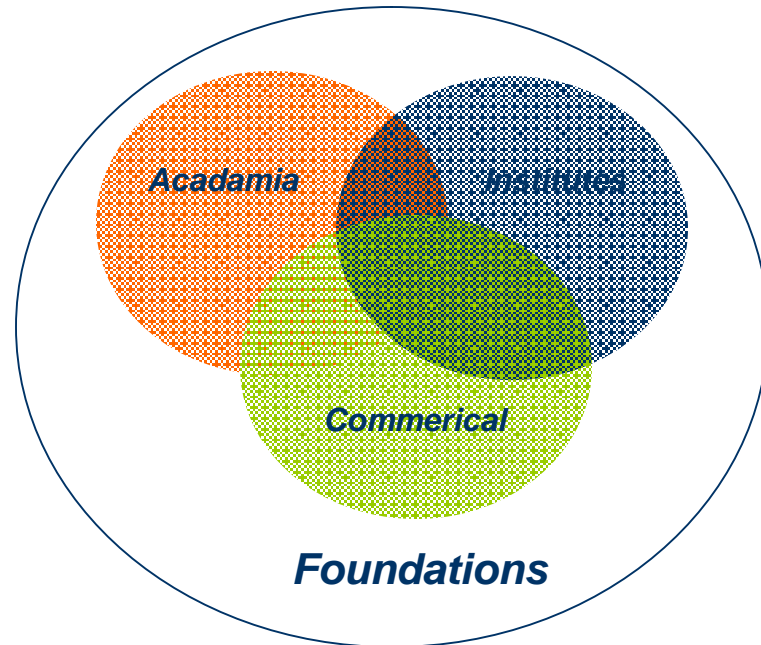
**Venture Philanthropy Strategies Workshop
Institute of Medicine of the National Academies
Communications
October 3, 2008 - Irvine
Dan Zenka, APR**

Trends for Research-Based Initiatives

Nanotechnology Development



Therapies & Cures Development



Accelerated Discovery & Development

Rapid Commercialization

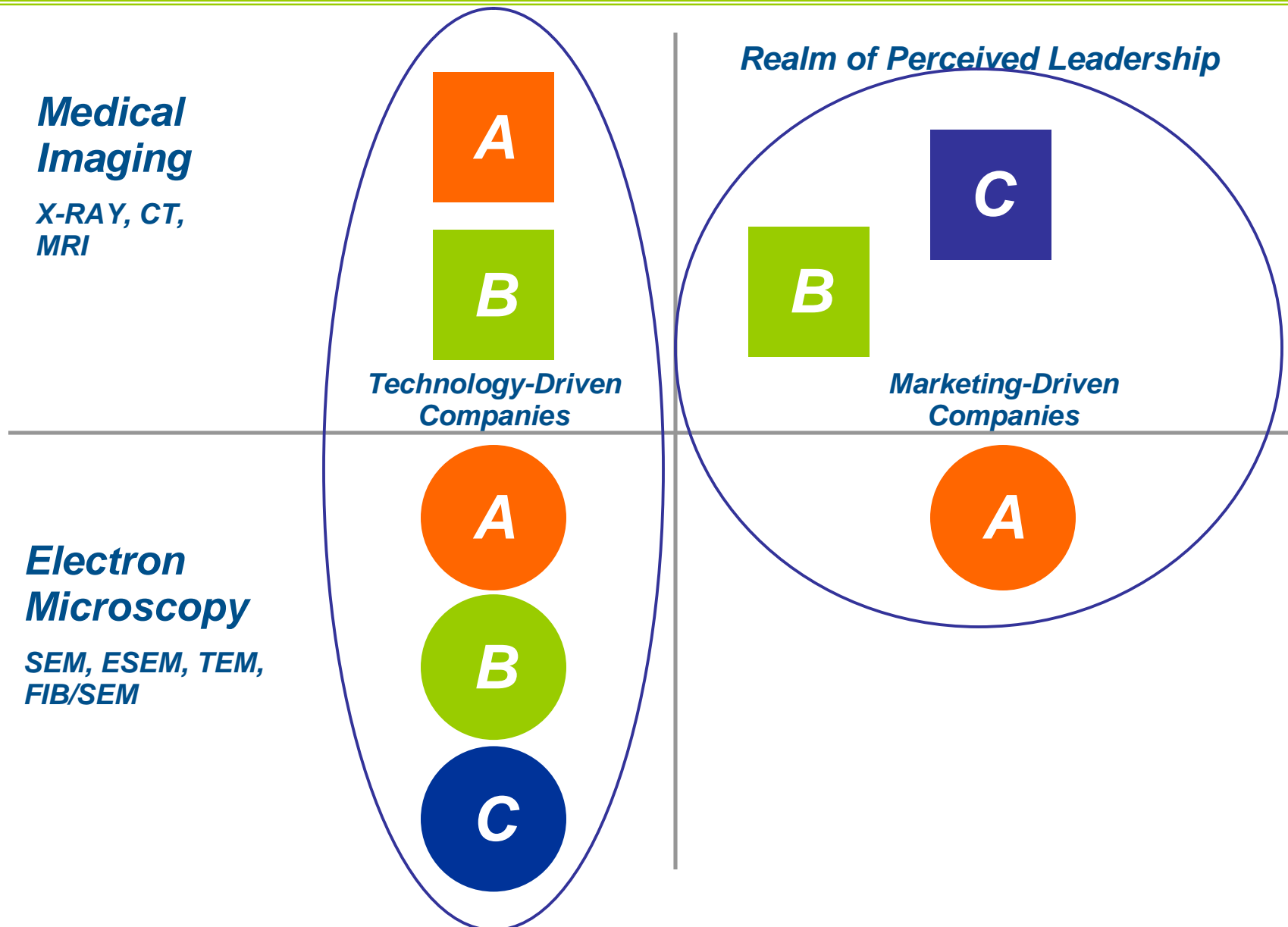
Venture Philanthropy

Managing Expectations for Research

- A balancing feat of amazing proportion...



Case Studies from the Corporate Side



Marketing vs. Technology Organizations

Technology Organizations

- *Deliver leading-edge technologies/advances*
- *Hold technology maps close to vests*
- *Inward focus; not broad view of market trends and issues*
- *Often perceived as second to market with “me too” announcements*



Marketing Organizations

- *Deliver leading-edge technologies/advances*
- *Show customers where they want to go; providing updates along the way*
- *Outward focus; broad view of market trends and issues*
- *Often perceived as first to market*
- *Capture a leadership position*

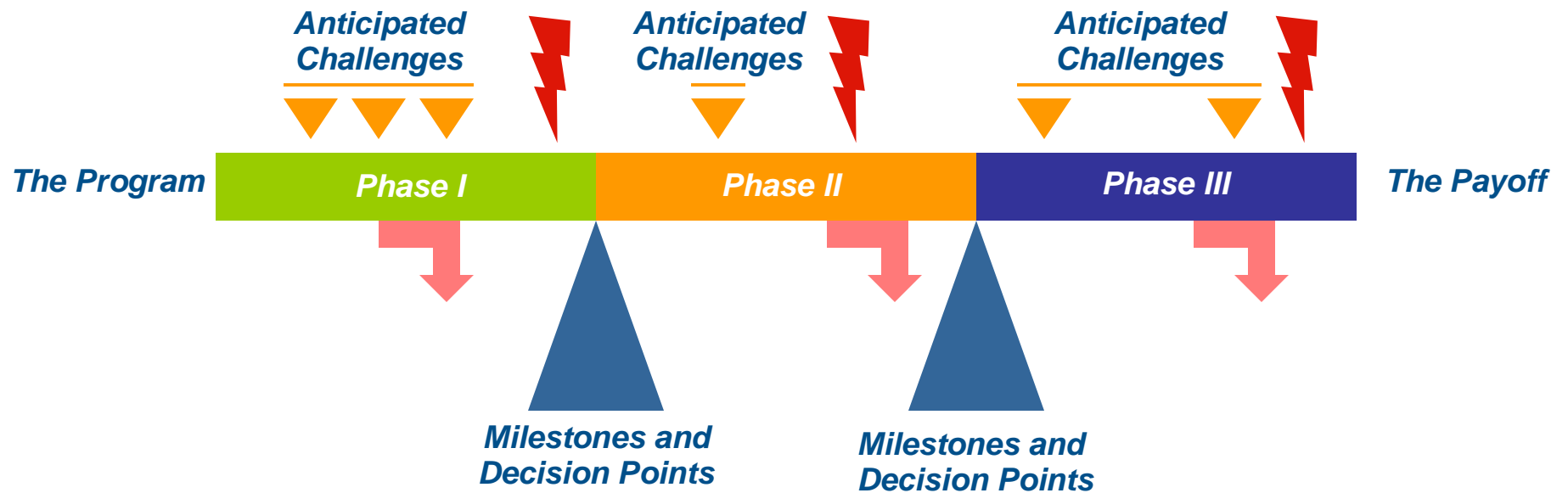


Advantages of a Marketing Orientation

- **Overall Leadership**
 - § **Credibility equity**
 - § **Source positioning (the “go to” authority)**
 - § **Enhanced ability to attract funding and grant applications from prestigious groups**
 - § **Overall improved brand value**

Effective Research Communications

Innovation Credibility Leadership

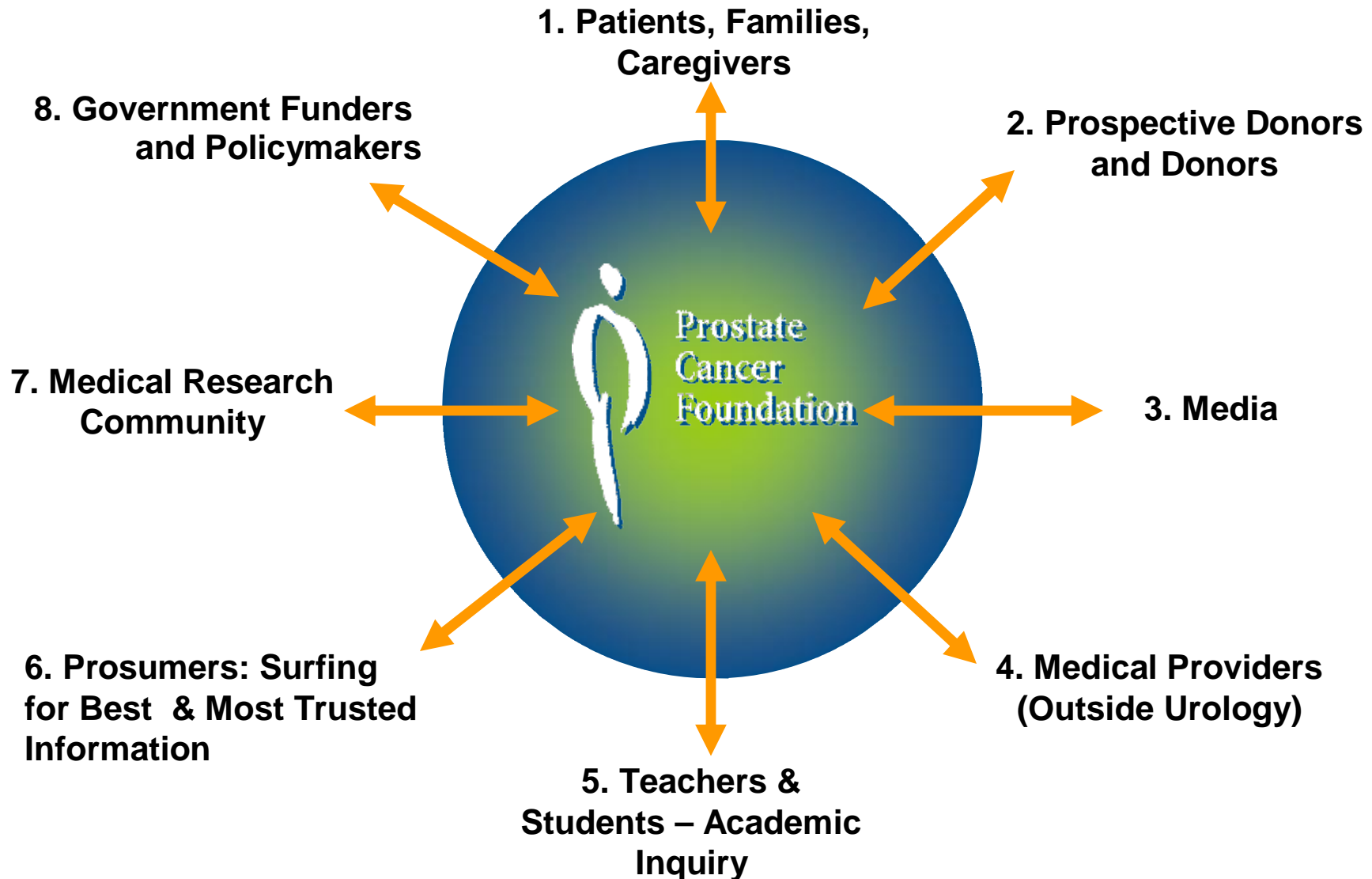




What's Needed?

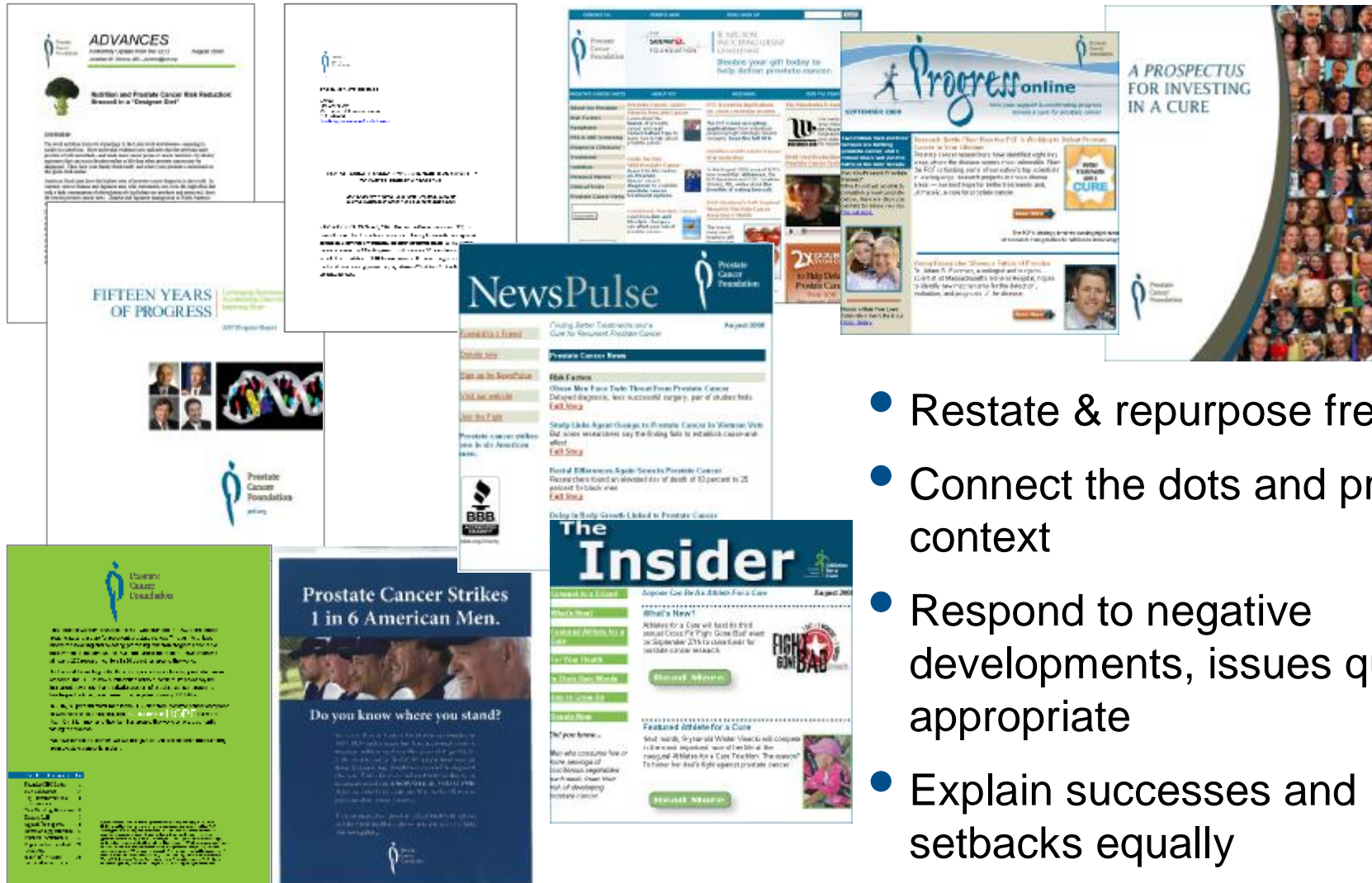
- Commitment from management for an open flow of communications and engagement with external audiences
- A foundation of trust between the organization and its researchers and institutional partners; credible reporting and positioning
- Ongoing, frequent communications between the organization and its research community
- Effective and frequent communications tools with updates on key programs, initiatives and issues

Addressing Diverse Audiences





Integrate Communications



- Restate & repurpose frequently
- Connect the dots and provide context
- Respond to negative developments, issues quickly if appropriate
- Explain successes and setbacks equally
- Be open and transparent

Conclusion

- Operating with a well-executed marketing focus eliminates the need for “managing expectations”

§ *Partners and publics are apprised and comfortable with operations and information*

§ *Partners and publics look to your organization for leadership*



No balancing acts needed.