

naomi korn

ASSOCIATES

Copyright Essentials - Course Details

14 March 2019, 10am – 4pm
Imperial War Museum, Lambeth Road London SE1 6HZ

Context

Staff awareness about copyright compliance is dependent on their ability to understand the issues and how these impact on them and their work. Over the last 15 years, Naomi Korn Associates has explored and developed new ways of communicating these complex issues to staff working at all levels in hundreds of organisations which has subsequently led to cultural and organisational change.

Training developed and delivered by Naomi Korn Associates is PowerPoint-free, using interactive training techniques such as quizzes, discussions, Q+A and case studies to stimulate engagement and achieve learning objectives. Our training is practical, accessible and authoritative and always delivered in the context of current legal requirements and developments. Training participants receive comprehensive resources that can be reused as well as certificates of completion.

This course will be of benefit to practitioners or business people who are looking for an essential course to help them understand how they can protect and use their rights, as well as on what basis they can use content created by others.

This detailed full-day course provides a comprehensive introduction to the practical aspects of copyright which is essential to understand for any business looking to protect and commercialise relevant intellectual property as well as use content created by others. Other forms of intellectual property are briefly outlined. The course will be led by Naomi Korn in an engaging PowerPoint-free environment.

By the end of this course you will be able to:

- Understand the basic principles of copyright and identify what types of work are protected by copyright
- Know how to establish authorship, ownership and duration of copyright in different types of work
- Consider other types of Intellectual Property Rights and what they protect
- Identify the differences between assignments and licences
- Review key hot topics in copyright, including social media, Creative Commons licences and finding content you can use for free
- Discuss how to manage infringements and what you need to do
- Consider how you can protect your own rights
- Discuss case studies as they apply to different situations which are discussed