

Introduction — Why This Initiative Helps epi and its Members

The **epi LinkedIn Connect** is designed to help **epi** in disseminating knowledge appertaining to the work of its members (Article 4b of the Founding Regulation) and, consequently, help members turn membership into a visible advantage in everyday professional life. It creates a structured opportunity to make the expertise of **epi** members more discoverable, more credible, and more frequently referenced on LinkedIn—where many first impressions, shortlists, and referrals increasingly happen. By combining a shared editorial format with a consistent rhythm and light support, the Circle helps you compound visibility of our profession without engaging in marketing.

1. Executive Summary

The **epi LinkedIn Connect** is a lightweight LinkedIn-based member format designed to increase the visibility and reach of **European patent attorneys' expertise** through a consistent, editorial post series and a coordinated comment routine—while keeping the time investment of the participants predictable and low.

2. Why the Initiative Now — and Why LinkedIn Matters for epi Members

Professional attention has shifted: decision makers who shape IP work (in-house IP, R&D leaders, founders, innovation managers, policy and ecosystem stakeholders) increasingly form trust and shortlist experts on LinkedIn long before any formal contact. For **epi**, LinkedIn therefore becomes a strategic place to make **European patent attorney excellence** understandable, relevant, and visible at scale—through people, not institutions.

3. Target Picture and Benefits for Your Practice

The target picture is simple: the expertise of **epi** members becomes easier to recognize, easier to remember, and easier to reference. On LinkedIn, continuity matters—trust builds through repeated, consistent signals over time, not through occasional spikes. That is why collaboration in the Group counts: the shared rhythm and mutual support make it much easier to stay consistent, and that consistency is a direct lever for the campaign's success.

4. How the Group Works

The Group is organized via a LinkedIn group chat. Twice per week (Tuesday and Thursday), one group member publishes the prepared episode post from their own LinkedIn profile. After publishing, members contribute short experience-based comments that add practical perspectives and keep the discussion professional and helpful. If you need additional support beyond the prepared materials, please contact Prof. Dr. Alexander Wurzer.

5. Content System — “#InsideEuropeanPatentExcellence”

The core format is the recurring column **#InsideEuropeanPatentExcellence**. Each episode follows the same compact narrative: a real-life anecdote from European patent practice, a brief classification of what it illustrates (e.g., prosecution, advice, strategy, risk), and a “gold standard” punchline showing what high-quality European patent work looks like in practice. Episodes end with two community questions and the hashtags **#epiLinkedInConnect** and **#InsideEuropeanPatentExcellence**. For reach and recognition, the format is supported with at least two visual variants (a single image and a carousel).

6. Guardrails and Quality

Quality and brand safety are ensured through pre-prepared content and comments, plus a defined approval step aligned with **epi** communication requirements. The tone is educational and practice-oriented. Confidential information, client specifics, and anything that could be interpreted as formal legal advice are avoided.

7. Who It Fits Best — and Weekly Time Investment

The group fits **epi** members who want to build consistent visibility on LinkedIn in a professional, low-drama way and who can commit to a reliable rhythm. A realistic average time investment 60 minutes or less per week, with slightly more effort on the day you publish and lighter effort on non-publishing days.

8. FAQ

The group is not an engagement pod; it prioritizes substance, real experiences, and a professional standard of interaction. You do not need to write the episodes yourself; the posting slot is supported with prepared text and supporting materials. Participation happens through your personal profile, while the group provides structure, quality assurance, and consistency.

9. Contact

Please message **Prof. Dr. Alexander Wurzer** on LinkedIn for further details:

<https://www.linkedin.com/in/profalexanderwurzer/>