



2025 Annual Conference
July 15-17

Corporate Engagement Bootcamp Agenda
The Westin Kansas City at Crown Center
July 15, 2025

8:00 a.m. – 4:00 p.m. Preconference Option: NACRO Corporate Engagement Bootcamp

NACRO Corporate Engagement Bootcamp guides attendees through the corporate engagement cycle. At universities, Corporate Relations Officers are housed in different departments, such as Advancement, Office of Research, Economic Development, and Career Centers, to name a few. Corporate Relations represents engagement across campus or offices housed in specific departments, schools, and centers. At some institutions, corporate engagement is just part of an individual's role, along with major gifts, employer engagement, or research partnerships. Regardless of the area you serve on campus, or the percentage of your role dedicated to corporate relations, the best practices shared in this session can improve your university's approach to corporate engagement. With speakers on both the philanthropic and research side, this workshop focuses on the NACRO "blueprint" for holistic university corporate relations. The day incorporates two of the best parts of NACRO: peer learning and networking with corporate relations colleagues from other universities. Corporate Relations Officers will share their best practices in areas of corporate outreach, closing the deal, and stewarding corporate partners.

8:00 a.m. – 8:30 a.m. Breakfast & Registration

8:30 a.m. – 8:50 a.m. Welcome from NACRO Co-Presidents

8:50 a.m. – 9:15 a.m. Networking: Corporate Relations Human Bingo

9:15 a.m. – 10:00 a.m. Intro to Corporate Relations & what it means at your institution

The structure of corporate relations offices and their associated responsibilities differ greatly from one university to another. This foundational presentation will first describe current corporate relations models and discuss the variables that influence structure. Following this session, attendees will have a corporate relations knowledge base to apply to their specific landscape.

10:00 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Building Mutually Beneficial Corporate Partnerships

Corporate Relations professionals must balance the varied interests and goals of their corporate partners while addressing the many priorities and needs of their institutions. Drawing from success stories within the NACRO community, this session will provide insights to help you identify and/or create alignment between corporate and institutional success.



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11:20 a.m. – 12:20 p.m. Lunch, ‘Top of Mind’ Questions, and Advanced Career Networking

During lunch, attendees will gather at tables to get to know each other better and discuss the questions that are at the top of their minds going into the conference. NACRO Advanced Career members will be joining each of the tables to share their corporate relations experience and be available to answer questions. Attendees will have the opportunity to share topics about which they want to learn more, seek advice, or simply discuss and solicit feedback. Attendees are also encouraged to share their questions via the conference app for distribution to a wider audience.

12:20 p.m. – 1:40 p.m. Providing the Whole CR Package

This session will guide you through the Art of the Deal. When do you push the ROI? When do you back off and take it slow? What do you do when the “deal” is getting diverted by a well-meaning but anxious faculty member who doesn’t have the strategic picture in mind? This HIGHLY interactive session will combine success stories, tales of woe, essential skill sets necessary for Corporate Relations officers to navigate curveballs, and maybe even a little role play, to demonstrate proven techniques to close the deal.

1:40 p.m. – 2:00 p.m. Break

2:00 p.m. – 2:45 p.m. Stewarding Your Corporate Partners

Stewardship is the responsible management of entrusted resources. In corporate relations, it's crucial not only to seek new partnerships but also to nurture existing ones. The purpose of stewardship is to focus on key interactions between the university and company, such as recruiting, research, procurement, alumni employees, leadership engagement, and giving. Stewardship plays a key role when cultivating and expanding corporate partnerships. This session will highlight best practices and examples of stewardship from different higher education institutions.

2:45 p.m. – 3:45 p.m. Corporate Relations from a Corporate Perspective (Industry panel)

No discussion of best practices for university corporate relations would be complete without a corporate perspective. What are companies looking for out of their engagement with universities? What’s the best way to begin the conversation with prospective corporate partners, and with whom? How do companies work to align recruiting, sponsored research, executive education, and philanthropy? This session will feature a panel of corporate partners to answer these and other questions to help guide you in your growth as a Corporate Relations professional.

3:45 p.m. – 4:00 p.m. Wrap-Up, Q&A

5:00 p.m. Informal Reception to follow