



Corporate Engagement Bootcamp Schedule

February 25-26, 2025

Tuesday, February 25, 2025 (all times Eastern)

11:00 – 11:15 am Welcome and NACRO Overview

NACRO Co-Presidents

11:15 – 12:00 pm What does ‘corporate relations’ mean to institutions like mine?

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, discuss the specific variables that influence structure, and explore “what matters” using data from empirical studies. Following this session, attendees will have a common base of knowledge to enhance their NACRO experience and advance their perspectives.

12:00 – 12: 30 pm Breakout Session: Networking

12:30 – 12:45 pm BREAK

12:45 – 1:30 pm 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.

1:30 – 2:00 pm Breakout Session: Industry Perspectives

2:00 pm Concluding Remarks

Wednesday, February 26, 2025 (all times Eastern)

11:00 – 11:05 am Welcome Back

11:05 – 11:45 am 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 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.

11:45 – 12:15 pm Breakout Session: Prospecting

12:15 – 12:30 pm BREAK

12:30 – 1:00 pm Corporate Outreach: Building Mutually Beneficial Partnerships

Generating and maintaining new corporate partnerships while coordinating corporate outreach efforts with many motivated players on campus is a challenge. Corporate Relations officers must address the varied goals of their university and corporate partners while connecting the dots to develop comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies and success stories.

1:00 – 1:30 pm Breakout Session: Setting a Strategy to Engage a Corporate Partner

1:30 – 2:15 pm Stewarding Your Corporate Partners

Stewardship is the careful and responsible management of something that has been entrusted to you. In the context of corporate relations, it is imperative that in addition to prospecting for new partners, we also steward what we already have. This panel will discuss best practice and share innovative examples for stewardship, which is a core activity in a successful corporate relations program.

2:15 pm Concluding Remarks

NACRO Co-Presidents