

**NACRO**  
**2008 Annual Conference**  
**“The New Deals: Emerging Trends in**  
**Industry/Academic Relationships”**  
**Atlanta, GA**

Thursday, August 14, 2008

***Day One: Conversations with Industry***

- 8:00 – 8:30 a.m.      **Breakfast**
- 8:30 – 9:00 a.m.      **Welcome by NACRO Co-Chairs**
- 9:00 – 10:30 a.m.      **Strategic Discussion with Industry**  
Strategic partnerships between industry and universities have the potential to address large, interdisciplinary and far-ranging challenges facing society. This panel discussion will highlight how partnerships are developed and made successful.
- 10:45 – 12:15 p.m.      **Operational Discussion with Industry**  
Corporate relations professionals have frequent interactions with corporate representatives as they manage activities at their institution. This panel discussion will focus on building better relationships with industry through an appreciation of each others' roles and operating environments and creation of improved models of interaction.
- 12:15 – 1:30 p.m.      **Lunch and Keynote Speaker**
- 1:30 – 2:30 p.m.      **Open Topic Session with Industry**  
Have questions from the morning session? Would you like to discuss specific issues further? This session, guided by a moderator, will provide attendees with an opportunity to have an open discussion with peers and industry representatives.
- 2:30 – 2:45 p.m.      **Break**
- 2:45 – 3:45 p.m.      **Survey Tools and Implications**  
Universities and industry interact in a multitude of areas, providing resources that the other can use it its strategic objectives. This

session will cover different ways in which universities spend their time and resources to engage industry, and how they measure their effectiveness in relation to that mission.

3:45 – 4:00 p.m.      **Conference wraps up for the day**

4:15 – 6:30 p.m.      **Networking Event**

## Friday, August 15, 2008

### *Day Two: Best Practices and How To's*

8:00 – 8:30 a.m.      **Breakfast**

8:30 – 8:45 a.m.      **Welcome by Steering Committee**

8:45 – 10:15 a.m.      *Education Session I – Best Practices*  
**Different Offices, Different Roles: Operating Models**  
Hear from your peers how their Corporate Relations office is structured, the reporting structure for the unit, team size, and how they tackle portfolio management. This was one of the favorite discussion topics at the first forum and continues to be relevant. The one person office, a 2-4 person organization, and a larger team will be represented.

**Changing Role of Pharmaceutical Industry with University**  
Discuss how the partnerships between pharmaceutical companies and universities are evolving and changing. Discover new opportunities for universities without medical schools to engage with the pharmaceutical industry.

10:15 – 10:30 a.m.      **Break**

10:30 – 12:00 p.m.      *Session II – How To...*  
**Build Bridges Between Academia and Industry in Research**  
Have you ever been presented with a gigantic idea that the unit or professor would like you to turn into a prospect? How does a pie-in-the-sky idea become a clearly defined initiative? How do you engineer collaboration among researchers in order to respond to

an RFP? When does it make sense to work toward a master agreement? What qualifies as a “big” initiative? These questions and more will be tackled during this session.

### **Market Your Program**

How do companies learn our areas of expertise and how do they maneuver through the information to identify a live person to speak with? Participate in a discussion on how to market the services of your office to both internal and external audiences. Learn from your peers about successful practices in the form of print materials and web-based content.

12:00 – 1:30 p.m.

### **Lunch and Networking Affinity Groups**

This exciting and engaging event will enable attendees to choose a topic area to have peer conversations. There will be multiple topics per affinity group and attendees will have the opportunity to sit in on more than one topic area.

Topic Areas:

- **Medical Centers**
  - Clinical trials
  - Developing relationships with physicians
  - Conflict of interest
  - Relationships with technology transfer
  - Industrial relations
  - Economic development
- **Research**
  - Interoffice relationships (technology transfer, philanthropic giving, alumni and other stakeholders)
  - Industrial relations
  - Economic development
  - Regulatory affairs and conflicts of interest
  - Collaborative research (academia, government, private industry)
- **Foundations/Corporations**
  - Building strong relationships in corporations and foundations
  - Creating a holistic approach to companies (recruitment, workplace development, research, philanthropy, etc.)
  - Relationships with technology transfer
  - Industrial relations
  - Economic development
- **Public/Land Grant Institutions**
  - Effectively conveying message about state funded institutions and needed funding
  - Relationships with technology transfer
  - Economic development
  - Industrial relations

- **Private University**

- Relationships with technology transfer
- Economic development
- Industrial relations
- Relationships with funding sources

1:30 – 2:00 p.m.

**Conference Wrap-up**