



2009 NACRO Conference
 University of Washington
 Seattle, WA

Conference Agenda

Wednesday, August 12, 2009

5:00 pm - 6:30 pm	Welcome Reception (Optional) Hosted by University of Washington and Washington State University
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THURSDAY, August 13, 2009
 EDUCATION FOCUS DAY

8:00 am - 8:00 pm		
8:30 am - 10:00 am	Welcome Keynote Address (TBD)	
10:15 am - 11:30 am	Populating Your Portfolio. Ideas will be presented for identifying and attracting new companies and expanding relationships with existing partners. Strategies will be discussed on leveraging gift relationships into sponsored research projects and vice versa. Suggestions will be shared for how to internally get organized to do this, strategies for convincing companies to commit to these new aspects of the partnership, and how to set expectations both internally and externally.	Different Offices - Different Roles. Every university is organized differently, in their size, organizational model and mission. Hear from a variety of different NACRO members how size of their organizations (small, medium, and large shops will be represented), how they are organized and how they have defined their mission. This is a great opportunity to get new ideas to take back to your university. This session is always rated as one of the favorite conference sessions.
11:30 pm - 12:30 pm	Lunch and Networking	
12:30 pm - 2:00 pm	Establishing Partnerships. Once the company has committed, what does it take to set up the partnership. Information will be shared on how to facilitate getting all people and paperwork through the system and anticipating the necessary aspects of a comprehensive partnership. Relevant documents and tools for keeping all parties on track will be discussed as well as the importance of setting expectations and how much effort it takes internally to get these partnerships established and running smoothly.	Positioning Your Office - Your Role. Examples will be shared of how to successfully market your program both internally and externally, what aspects of your services should you emphasize during tough economic times, and what university resources can you leverage to get the most impact. There will also be discussion about positioning the research of your faculty now to ensure your university is considered for funding when it is available. It might be sooner than you think. It may be even more important now to be visible in your role on campus.
2:15 pm - 3:15 pm	Afternoon Affinity Groups	

3:30 pm - 5:00 pm	<p>Long Term Relationship Management. What happens once the contract/grant agreement/gift is signed and the money is here? Information will be shared on how to work with various levels of administration and helping all parties to see that relationship management and/or stewardships is important. Strategy discussion managing and meeting company expectations (as well as internal university/college expectations), managing ever-changing key players institutionalizing the partnership to survive leadership changes on both sides of the relationship.</p>	<p>Managing Across and Up. How do you get faculty, staff and administrators to see the value in working with you/your office? Do's and Don'ts will be shared on how to build credibility; educate and serve faculty, staff, and administrators; and how to build a team that crosses many organizational layers and boundaries to accomplish what is best for your university.</p>
5:30 pm - 7:00 pm	Evening Event/Networking	

FRIDAY, August 14, 2009
INDUSTRY FOCUS DAY

7:30 am - 3:15 pm		
7:30 am - 8:00 am	Breakfast	
8:00 am - 8:15 am	Welcome and Logistics	
8:15 am - 8:30 am	Affinity Group Reports	
8:30 am - 10:00 am	<p>Strategic Partnerships - The Company Perspective Back by popular demand! How do companies from a variety of industry sectors interact with universities? In this session, industries will describe how they make strategic decisions on their university partners, share best practices from current/past partnerships and share what your university can do to increase your attractiveness to the company.</p>	
10:00 - 10:45 pm	<p>Conversations with Industry - The speakers from the previous panel will be available for round table conversations. Participants can 'come and go' from speaker to speaker</p>	
10:45 - 11:15 am	Networking Break	
11:15 - 12:15 am	<p>Navigating Company Resources - Case Study Large corporations have different sources of money for working with universities. This session will look at a case study of a single company that funds universities from different industry budget lines - philanthropic/community funds, marketing funds, research funds, etc. The company will discuss how best to appropriately target your funding requests.</p>	<p>Clean Energy and Sustainability Rationale: Companies will define what they mean by "clean", "green", and "smart". The panelists will discuss how they decide which universities to partner with in this new and emerging area and provide examples of universities that are "doing clean/green/smart well". They will provide examples of current partnerships and discuss the future potential of this area.</p>
12:15 - 1:30 pm	Lunch and NACRO Business Meeting	

1 : 45 p m - 2 : 45 p m	Building and maintaining industry partnerships through tough economic times This panel will be composed of companies that are being significantly impacted by the current economy. The companies will share how this impacts their university relationship and discuss how to maintain university-industry relationships and to position the relationship for better economic times.
2 : 4 5 - 3 : 1 5 p m	Closing Remarks

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