



PROVEN APPROACHES TO BUILDING CORPORATE ENGAGEMENT

February 14, 2017 :: 1:00 - 2:30 p.m. EST

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Do you have a corporate engagement strategy that includes all stakeholders on campus?
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OVERVIEW

Gain tactics and review multiple models for better engaging corporate partners. You will learn new ideas for comprehensively approaching multi-dimensional corporate, foundation, and industry relationships. Our expert instructors will share best practices for:

- Identifying potential high-impact corporate, foundation, and industry partners
- Using relationship-building strategies and tactics that result in integrated relationships
- Developing metrics for measuring success in your corporate engagement efforts

PRE-WEBCAST RECORDING

Included in your registration is a 20 minute introductory recording that highlights various strategies to further your corporate engagement initiatives. We encourage you to watch this recording before attending the live webcast.

WHO SHOULD ATTEND

Higher education professionals who are engaged with external corporate, foundation, or industry partners will benefit from this webcast.

VISIT EVENT PAGE

www.academicimpressions.com/webcast/proven-approaches-building-corporate-engagement-february-2017



LEARNING OUTCOME

After participating in this online training, you will be able to further develop your corporate engagement strategy with proven tactics.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

AGENDA

Tuesday, February 14, 2017 :: 1:00 - 2:30 p.m. EST

- ➔ **Identifying Ideal Corporate and Industry Partners**
 - Honing your institutional position and philosophy
 - Identifying ideal internal and external partners
 - Building a collaborative campus culture
 - Establishing a one-stop-shop model vs. enabling multiple contact points across campus
- ➔ **Building Relationship with Ideal Partners**
 - Survey of existing campus/corporation touchpoints
 - Building upon existing business relationships
 - Career and workforce development
 - Athletics
- ➔ **Keys to a Successful Program**
 - Clear communication guidelines
 - Core relationship management
 - Outreach over fundraising
 - Metrics for measuring success
- ➔ **Takeaways and Next Steps**



INSTRUCTOR

Christopher S. Groff, Executive Director, Corporate and Foundation Relations, Fairleigh Dickinson University

Chris manages the CFR philanthropic planning, research, and stewardship process for all three of Fairleigh Dickinson's campuses. His work and leadership has successfully led to an increase of corporate fundraising dollars at FDU since the 2008 financial collapse. Chris previously specialized in external relations in finance, economic development, and public policy as a director of corporate and foundation relations at Rutgers, The State University of New Jersey. A frequent regional and national speaker, Chris is also a lecturer in communications.

Lorena McLaren, Executive Director, Corporate & Foundation Relations, North Carolina State University

Lorena McLaren joined NC State in November 2015 as Executive Director of Corporate & Foundation Relations. Lorena engages with university leadership to build and direct a central program that establishes and fosters successful partnerships with industry and foundations to support university priorities.

At Carnegie Mellon University, she served as Interim Director where she led a team of Associate Directors, each managing a portfolio of companies for the university. Lorena developed strategic corporate relationships aligned with university and school priorities in partnership with university leadership and deans. Prior to Carnegie Mellon, Lorena worked at the University of Washington in Seattle for sixteen years. She was the Director of Corporate & Foundation Relations for ten years representing ten academic departments within the College of Engineering. Previous experience at UW included roles with the Engineering Co-op Program and the Career Center.

Lorena has been involved in the Network of Academic Corporate Relations Officers (NACRO) since its formation in 2007 and has attended every annual conference. She served a three-year term as Vice President, President, and Past President from 2011-2013. Additionally, Lorena has served as annual conference host (2009 in Seattle) and been involved with the marketing, benchmarking, conference program planning, and professional development committees. At the 2015 annual conference, Lorena facilitated the inaugural master's level session.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get this Webcast FREE with your AI Pro membership Learn More
\$525	\$350	\$350	FREE

EARLY BIRD PRICING

Postmarked on or before February 7, 2017. After February 7, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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