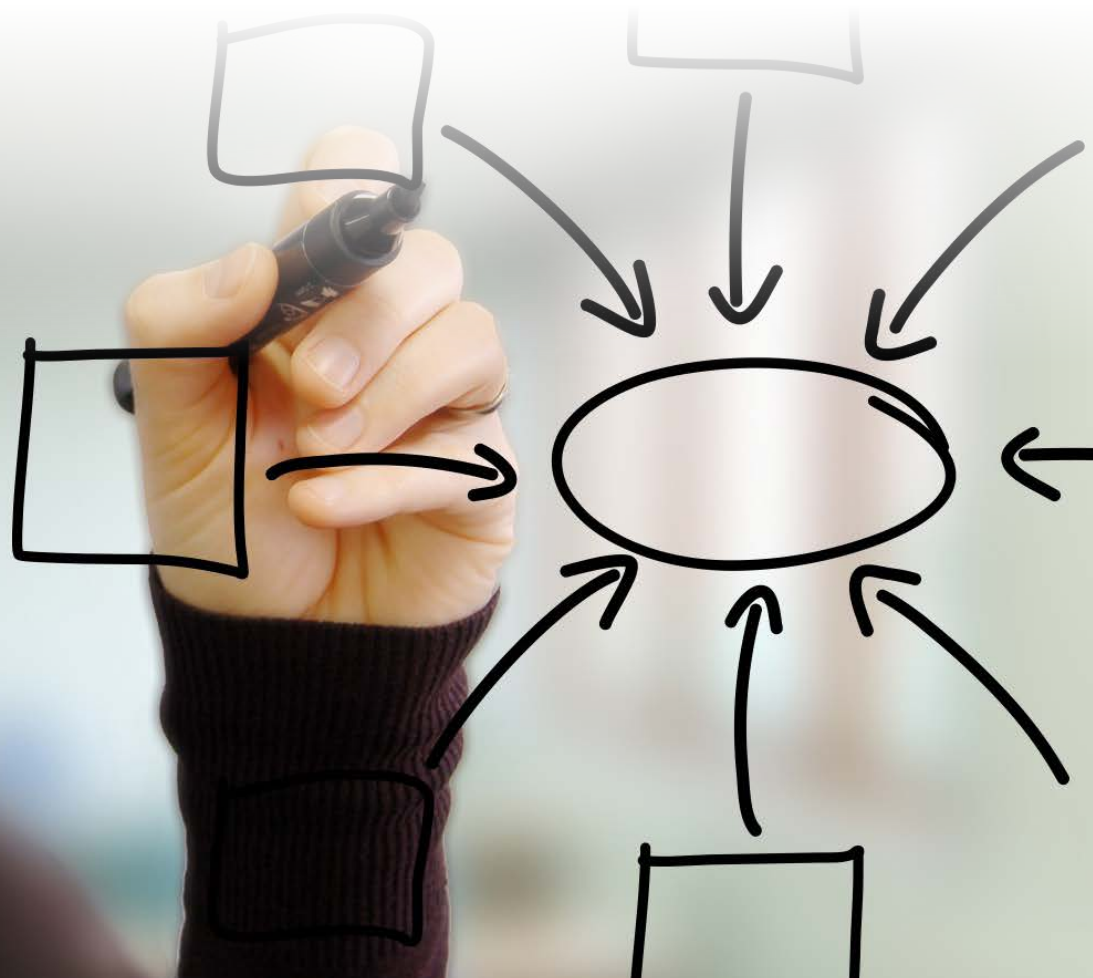


ESSENTIAL SKILLS FOR ENGAGING CORPORATE PARTNERS

August 7 - 8, 2019 | San Antonio, TX



Learn the core skills to strategically engage potential and current corporate partners.

OVERVIEW

Corporate engagement is competitive and challenging in the landscape of higher education. Corporate partners are often inundated with community outreach and seldom respond to unsolicited proposals. Learn the fundamental skills of how to identify, engage, and foster a relationship with potential and current corporate partners to build towards a holistic engagement strategy.

This workshop will provide training and practice to become more strategic in your approach and effectively identify corporate partners and prepare and facilitate high impact meetings. You will learn how to:

- Identify key success strategies through entry point and each phase of corporate engagement based on the latest trends
- Conduct in-depth company research that will catch the attention of potential partners
- Develop an intentional agenda for successful meetings and campus visits
- Powerfully communicate your value through media and proposals
- Apply the skills learned from this program to build meaningful relationships with your campus partners for holistic engagement

WHO SHOULD ATTEND

Whether you are new to corporate engagement or facing a new charge in your current role to meet institutional corporate engagement goals, this program will provide a toolkit for successful corporate engagement and give you confidence in your approach. This may include front-line corporate foundation relations staff or professionals from other campus entities charged with corporate outreach.

CONFERENCE BUNDLE

If you and your team also want to discover a more holistic approach, register for this conference and ***Develop a Holistic Corporate Engagement Strategy*** and save \$400 on each registration! If you have questions about which program is right for you, please reach out to Grace Royal.

AGENDA

Day 1 | August 7

Registration

12:30 – 1:00 p.m.

Opening Remarks and Introductions

1:00 – 1:30 p.m.

What Corporations Want: Trends and Strategies for Corporate Engagement

1:30 – 2:45 p.m.

During this session, you will learn the latest data to support a more strategic and holistic approach for corporate engagement. Our expert will guide you through data and examples from real corporations to deepen your knowledge of corporate engagement and help you identify which are the strongest areas for corporate engagement.

Break

2:45 – 3:00 p.m.

Corporate Engagement Success Stories

3:00 – 4:00 p.m.

From research to engagement and stewardship, you will see examples of a successful corporate engagement cycle. Through these examples you hear first hand how the relationships came about, the amount of research, data and preparation was involved. Who they collaborated with to ensure a long-term engagement strategy and how the long-game translated into outcomes. Through these examples will surface the most common elements that connect all corporate engagement to the outcomes you want.

Working Session: Successful Corporate Engagement

4:00 – 4:30 p.m.

During this interactive working session, you will work with your table group to connect your own strategies to stories you just heard and work with your peers to discuss how these could be included in your corporate engagement work.

Recap and Review

4:30 – 5:00 p.m.

Networking Reception

5:00 – 6:00 p.m.

AGENDA

Day 2 | August 8

Breakfast

8:00 – 8:30 a.m.

Setting the Stage

8:30 – 8:45 a.m.

Identifying and Reaching out to Ideal Corporate Partners

8:45 – 10:00 a.m.

Learn the skills necessary to develop your own metrics to identify which corporations would be an ideal fit as partners with your institution. Once you identify who you want to contact, you will learn best strategies for marketing and branding to position your efforts in your community and beyond. You will gain insights for how to build upon existing relationships and reach out to new external partners.

Break

10:00 – 10:15 a.m.

Preparing and Facilitating a Face to Face Meeting

10:15 – 11:45 a.m.

This session will cover everything you need to have a successful meeting with a corporate partner. This includes: who should attend, what to bring, and what you will need to prepare in advance to ensure you have the opportunity to progress your relationship. Following a brief presentation, you will spend time building your own successful meeting agenda.

Lunch

11:45 a.m. – 12:45 p.m.

Panel Discussion: Strategies for Information Systems Tracking and Sharing

12:45 – 1:15 p.m.

The data needed to facilitate productive meetings and the ways to report the information to your campus community can be daunting. Our panel will explore tried and true strategies across platforms and homegrown systems that have worked for them. You will have ample opportunity to share your own strategies and ask questions of our panel and your peers.

Facilitating a Corporate Visit on your Campus

1:15 – 2:30 p.m.

The campus visit – if skillfully executed – is the perfect opportunity to hone in on the intersection between the corporation's and your institution's strategic roadmap and goals. You will learn advanced strategies and receive templates and examples of what a productive visit can be.

Break

2:30 – 2:45 p.m.

AGENDA

Day 2 (CONTINUED)

Building Key Relationships with Campus Partners and Leadership

2:45 – 3:30 p.m.

This interactive session will allow you to identify some of the most common challenges in gaining support from campus partners and leadership to support your goals and priorities. You will come away with direction on where your focus should be in terms of building the relationships you need to be successful at your specific institution.

Developing your Corporate Engagement Toolkit

3:30 – 4:00 p.m.

With support from our instructors, you will reflect on the strategies and examples shared and hone in on your own needs to better support your role. As a campus leader for corporate engagement, you will come away with a system of ways to support goal setting and refresh your approach.

Wrap-Up and Final Action Planning

4:00 – 4:30 p.m.

INSTRUCTORS

Christopher S. Groff

Assistant Vice President, Corporate and Foundation Relations, Office of University Advancement, Fairleigh Dickinson University

Chris manages the CFR philanthropic planning, research, and stewardship process for all of Fairleigh Dickinson's campuses. His work and leadership has successfully led to an increase in the number of strategic corporate partnerships and grants dollars at FDU since 2004. Chris previously was as a director of corporate and foundation relations at Rutgers, The State University of New Jersey and has a background in public policy, public relations and marketing. A frequent regional and national speaker, Chris is also a lecturer in communications.

Anne O'Donnell

Senior Executive Director of Development, Corporate Relations, UC San Diego

Anne leads a newly established As Senior Executive Director of Development, Corporate Relations at UC San Diego since January 2017, Anne leads a new Central Corporate Relations Office to develop holistic relationships with companies to support UC San Diego's strategic plan and fundraising objectives. Anne served over 17 years at the UC San Diego Jacobs School of Engineering building corporate engagement programs, first launching the Director of the Corporate Affiliates Program (CAP) with 75+ high technology and life science member companies for custom access to faculty, research, students. More recently, Anne continued to build new corporate engagement models as the Executive Director, Corporate Research Partnerships where she built the first seven of the Dean's Agile Centers of Excellence—multidisciplinary faculty teams focused on technologies that are highly relevant to industry. Under Anne, CAP ran the Team Internship Program and started Executive Education Engineering degree programs. All programs in which CUBIC has participated as a longtime innovation partner and supporter of UC San Diego. An alumna of Mount Holyoke College, Anne went on to Harvard University earning a Master's in Public Policy and a Master's in Theology. Anne serves on Board of Catholic Charities of San Diego and is an ICF-certified professional leadership coach. Anne is married and a mother of five great kids ages 16-29.

Stephanie Pell

Executive Director, Foundations and Corporate Relations, California State University

Ms. Stephanie Soto-Pell has extensive development, marketing and sales experience from strategy to execution dedicated to seizing opportunities that drive revenue and sustain growth. With over 20 years of corporate experience, much of this obtained from The Walt Disney Company, she is an experienced team builder able to effectively tackle challenges and communicate clear strategies that result in win/win outcomes. Stephanie changed professions in 2011 to the non-profit arena with the American Red Cross and most recently with California State University, Los Angeles. She is now leveraging her experience from corporate strategy, branding and execution to advancing the mission of Cal State LA through engaging both new and existing partners to build larger, more impactful programs.

ACADEMIC IMPRESSIONS STAFF

Grace Royal

Program Manager, Academic Impressions

Grace Royal is a Program Manager for Academic Impressions, where she develops dynamic training programs. Grace joined Academic Impressions in 2016, after leading the development of training programs as the Academic Director for a Saudi Arabia-based educational organization. Prior to that, Grace was a university instructor and held teaching and leadership positions in universities in South Korea and Saudi Arabia. In the United States, she worked on the Colorado School of Mines campus in Golden, Colorado preparing international students for academic success. Grace holds a Master's in Curriculum and Instruction (adult learning) from the University of Colorado, Denver and is a credentialed master trainer. She earned a Bachelor's in Business Administration with a finance emphasis from the University of Colorado, Denver, as well. Her Academic Impressions' program focus is primarily on the topics of academic resource allocation, corporate engagement, and institutional planning and effectiveness.

LOCATION

August 7 - 8, 2019 | San Antonio, TX

Hotel:

Westin Riverwalk
420 W Market Street
San Antonio, TX 78205
210.224.6500

Room rate:

\$179 + tax

Room block dates:

The nights of August 6 and 7, 2019.

Room block cutoff date:

July 16, 2019

Reserve Your Room: Please call 210.224.6500 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues