



Advanced Career Track, Pre-Conference Seminar, SENIOR LEADERS NETWORK

Tuesday, July 14, 2026

9:30am **Introductions and Welcome**

9:45am **Icebreaker**

10:00am - Noon **360 Degree Leader, [Damon Dunn](#)**

Success isn't reserved for the most talented—it belongs to those who commit, adapt, and execute with relentless focus. In this high-impact workshop, Damon Dunn breaks down the principles that have fueled his success across sports, business, real estate, and investment leadership. He reveals how top performers think, lead, and make bold decisions that drive measurable results—whether scaling a company, leading a team, or advancing a career. Participants will leave with the mindset, strategies, and discipline to LOCK IN on excellence and take decisive action for the future.

12:15pm **LUNCH**

1:15pm **Deep Dive into Successful Corporate Relations Programs**

Since its inception, NACRO has advocated for a one-stop shop on higher education campuses for holistic corporate engagement. Similarly, the Seven Essential Elements are the NACRO gold standard for building a corporate relations program. But in reality, this can be more complicated than it looks. What happens if your university is siloed? What do you do if you are never going to get institutional support for this model? How can you ensure corporate relations success? Join us for a spirited deep-dive with fellow senior leaders as we discuss the benefits and challenges to a front door model, how to operationalize the essential elements when facing internal barriers, and the day-to-day realities of corporate relations work.

1:15 - 1:35pm Cohort survey results

1:35 - 2:05pm Front-door Model Discussion

2:05 - 2:15pm Break

2:15 – 3:15pm Operationalization: 7 Elements, 24/7

3:15 - 3:30pm **Wrap up and Final Remarks**