



Corporate Engagement Bootcamp Agenda

Hilton Salt Lake City Center

Tuesday, July 14, 2026

8:00 a.m. – 4:00 p.m. Preconference Option: NACRO Corporate Engagement Bootcamp

NACRO Corporate Engagement Bootcamp guides attendees through the corporate engagement cycle. At universities, Corporate Relations Officers are housed in different departments, such as Advancement, Office of Research, Economic Development, and Career Centers, to name a few. Corporate Relations represents engagement across campus or offices housed in specific departments, schools, and centers. At some institutions, corporate engagement is just part of an individual's role, along with major gifts, employer engagement, or research partnerships. Regardless of the area you serve on campus, or the percentage of your role dedicated to corporate relations, the best practices shared in this session can improve your university's approach to corporate engagement. With speakers on both the philanthropic and research side, this workshop focuses on the NACRO "blueprint" for holistic university corporate relations. The day incorporates two of the best parts of NACRO: peer learning and networking with corporate relations colleagues from other universities. Corporate Relations Officers will share their best practices in areas of corporate outreach, closing the deal, and stewarding corporate partners.

8:00 a.m. – 8:30 a.m. Breakfast & Registration

8:30 a.m. – 8:50 a.m. Welcome from NACRO Co-Presidents

8:50 a.m. – 9:15 a.m. Networking: Bootcamp Bingo

9:15 a.m. – 10:00 a.m. Corporate Relations Reimagined: The 7 Essential Elements

Corporate engagement has evolved as companies increasingly seek clear returns on investment and demonstrable impact. This presentation will outline the history of corporate engagement with academic institutions, trace its evolution over recent decades, and provide an update on current practices and terminology. It will also offer a high-level overview of the seven essential elements of holistic corporate partnerships.

10:00 a.m. – 10:50 a.m. Peer Networking

10:50 a.m. – 11:35 a.m. Building and Gaining Institutional Support

Support and collaboration from different constituents are essential when building successful corporate partnerships. This session will cover the importance of commitment from university leadership to corporate engagement, the importance of coordination and communication across various campus units. In addition, the presentation will cover a brief overview of different corporate investments and clear examples of what a holistic corporate partnership looks like at a higher education institution.



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11:35 a.m. – 12:35 p.m. Lunch

12:35 p.m. – 1:35 p.m. Providing the Whole CR Package

This session will guide you through the Art of the Deal. When do you push the ROI? When do you back off and take it slow? What do you do when the “deal” is getting diverted by a well-meaning but anxious faculty member who doesn’t have the strategic picture in mind? This HIGHLY interactive session will combine success stories, tales of woe, essential skill sets necessary for Corporate Relations officers to navigate curveballs, and maybe even a little role play, to demonstrate proven techniques to close the deal.

1:35 p.m. – 2:00 p.m. Break

2:00 p.m. – 2:45 p.m. Corporate Prospecting, Outreach, and Stewardship

Generating and maintaining new corporate partnerships while coordinating corporate outreach efforts with many motivated players on campus is a challenge. Corporate Relations officers must address the varied goals of their university and corporate partners while connecting the dots to develop comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies, prospecting, and stewardship to build successful partnerships.

2:45 p.m. – 3:45 p.m. Corporate Relations Industry Panel

No discussion of best practices for university corporate relations would be complete without a corporate perspective. What are companies looking for out of their engagement with universities? What’s the best way to begin the conversation with prospective corporate partners, and with whom? How do companies work to align recruiting, sponsored research, executive education, and philanthropy? This session will feature a panel of corporate partners to answer these and other questions to help guide you in your growth as a Corporate Relations professional.

3:45 p.m. – 4:00 p.m. Wrap-Up, Q&A