

## Developing Effective Approaches for Communicating University-Industry Research Collaborations: a UIDP Project Meeting

### WHO SHOULD ATTEND?

This UIDP Project meeting is for those working in universities and industry with a vested interest in raising awareness and understanding amongst researchers about what to think about when it comes to communicating U-I partnerships and the results that emanate from these collaborations. The meeting is appropriate for academic and corporate communication professionals and executive-level researcher administrators.

### WHAT WILL WE ACCOMPLISH?

There are many factors to think about when it comes to sharing stories of collaborative partnerships and research projects, with both strategic and practical implications for those involved. The objective of this UIDP Project meeting is to develop content for a new UIDP resource for corporate and academic researchers; a practical tool to help them understand what to think about when it comes to communicating – within their organizations and to external audiences – about the work they do.

### WHEN & WHERE IS THE MEETING?

June 15, 2016 at 2:00 PM to June 16, 2016 at 1:30 PM  
University of Illinois at Chicago Innovation Center

### MEETING AGENDA

Wednesday, June 15	
2:00 - 3:00	Introductions
3:00 - 3:40	What are the biggest challenges we face in communicating U-I research and partnerships?
3:40 - 4:00	Break
4:00 - 5:30	Rotating breakout sessions
	<ul style="list-style-type: none"> <li>Internal Communication</li> </ul>
	<ul style="list-style-type: none"> <li>External Communication</li> </ul>
5:30 - 6:00	Day 1 Briefing

Thursday, June 16	
8:00 - 8:30	Day 2 Intro
8:30 - 10:30	Guidelines for Researchers
8:30 - 9:00	<ul style="list-style-type: none"> <li>What do you want to communicate and why?</li> </ul>
9:00 - 10:00	<ul style="list-style-type: none"> <li>What do you have to think about before you communicate?</li> </ul>
10:00 - 10:30	<ul style="list-style-type: none"> <li>What are the best ways to deliver your message?</li> </ul>
10:30 - 11:00	Break
11:00 - 12:30	Case Study Breakouts
12:30 - 1:30	Report-outs and working lunch

In order to register for this event and in order to access the materials relating to this project, you will need to register for access to [uidp.org](http://uidp.org) using your work email address. Register at [uidp.org/event/chicago2016](http://uidp.org/event/chicago2016).