



As of 8/22/17 and subject to change

All events at Wayne State University Student Center, Hilbery Room B

Monday, September 25, 2017

1:00 – 1:30 PM	<p>UIDP Academy Workshop: Building and Maintaining Large Value University-Company Partnerships Hilbery Room A <i>Andrew Cockerill, UIDP</i></p> <p>Welcome, Workshop Goals, and Introductions</p>
1:30 – 2:00 PM	<p>Looking Beyond the \$ <i>Andrew Cockerill, UIDP</i></p> <p>What is a large value partnership and what is the value proposition?</p>
2:00 – 3:00 PM	<p>The Role of Regional Government in Building University-Company Partnerships <i>Denise Graves, Michigan Economic Development Corporation</i></p>
3:00 – 3:15 PM	<p>Break</p>
3:15 – 4:15 PM	<p>Company Structure and Organization to Initiate and Manage Large Value Partnerships: Procter and Gamble’s Decision to Get Strategic with University Partners <i>Jennifer Moe, Procter and Gamble</i> <i>Nick Nikolaidis, University of Cincinnati</i></p> <p>This session will include a discussion on P&G’s overall university partnership strategy, key learnings, and partner perspectives from the University of Cincinnati and University of Michigan.</p>
4:15 – 4:45 PM	<p>Managing Stakeholder Interests to Deliver Greater Value <i>Andrew Cockerill, UIDP</i></p> <p>A framework to understand the needs and desires of all stakeholders in a large university-company partnership.</p>
4:45 – 5:30PM	<p>Sustaining Large Partnerships <i>Ric Gonzales, ConAgra Brands</i> <i>Ryan Anderson, University of Nebraska-Lincoln</i></p> <p>University and Company structures and processes required to sustain the partnership. How are changes in university or company priorities managed? How are changes in leadership handled and effective dialogue maintained between the academic and corporate cultures?</p>
5:15 – 6:00 PM	<p>How similar is the large partnership to other partnerships – do existing relationships scale or is an entirely different model needed? <i>Andrew Cockerill, UIDP</i></p>

6:00 – 6:30 PM	Break
6:30 – 8:00PM	Post-Workshop Reception

Tuesday, September 26, 2017

8:00 – 8:30 AM	Reflections and Learnings from the First Day <i>Andrew Cockerill, UIDP</i>
8:30 – 9:00 AM	Creating a Large Value Partnership <i>Spencer Reynolds, Princeton University</i> <i>Arturo Pizano, Siemens Corporation</i>
9:00 – 10:00 AM	University Organization and Structure to Grow Industry Engagements to Large Value Partnerships <i>Daryl Weinert, University of Michigan</i>
10:00 – 10:15 AM	Break
10:15 – 11:00 AM	Putting It All Together – A Conceptual Framework to Inform and Guide Large Value Partnerships <i>Andrew Cockerill, UIDP</i> While no two partnerships are alike, a shared conceptual framework can help university and industry leaders to build and maintain important partnerships.
11:00 – 11:30 AM	Summary and Concluding Remarks <i>Andrew Cockerill, UIDP</i>