UNIVERSITY OF GEORGIA
Business Engagement

Preparing For an Industry Partner Meeting

Congratulations on securing a meeting with a potential industry partner. The better prepared you are, and the more you keep the focus on the needs of the company, the more likely it is the business will want to partner with you. The following guidelines will help maximize the potential for subsequent interactions.

Before moving forward with outreach, please call or email the Office of Business Engagement so we can provide you with information about the company.

1. **Research:** Visit industry partner website to become familiar with their mission, background, products, and services, as well as the backgrounds and roles of the individuals with whom you will meet. LinkedIn is a good resource for additional information on individuals.

2. **Preparation:** Be prepared to share a short summary of your research (no more than 5 minutes, typically 3 – 5 slides). Talk about your research as it applies to the mission of the industry partner. Do not share any proprietary or confidential information unless you have executed an NDA through Innovation Gateway.

3. **Curiosity:** Make a concerted effort during the meeting to learn about the organization's partnering priorities and interests. Example questions:
   - What are your biggest pain points right now?
   - What is going to be the focus of your company going forward?
   - What would success in a university partnership look like for you?
   - How do you think UGA might be able to help your organization gain a competitive advantage?

4. **Authenticity:** Avoid overpromising or committing to a project that is not a priority for you.

5. **Confidentiality:** Never discuss the details of a current or past collaboration that you have developed with other industry partners.

6. **Timeliness:** Start and end the meeting on time.

7. **Budget:** If the industry partner representative asks about projected costs for a potential project, politely state that UGA's standard procedure is to develop a scope of work first. Keep the focus on the needs, not the cost. This will ensure that the cost is estimated accurately when that time comes.

8. **Requests:** Do not ask for anything tangible (e.g., donation, equipment, etc.) unless you and your Business Engagement representative have prepared a specific request in advance of the meeting.

9. **Next Steps:** If appropriate, make certain clear next steps, including individual accountability and timelines, are identified before the meeting concludes.

10. **Thank You:** Always send an appropriate note of thanks (email, text, handwritten note) within 48 hours of the meeting, and be sure to include your BE representative in the communications loop.