Panel Discussion
Industry and Academia Collaboration

August 5 – 7, La Jolla, California
The Products of Academia Drive Industry Interest

- The Research
  - Innovation
  - Confirmation
  - Application
  - Understanding/Knowledge

- The People
  - Graduates
  - Lead Researchers
    - Consultants
    - Sabbaticals
People-To-People Contacts Drive Success

- Connecting with the right people
  - Publications
  - Conferences
  - Introduction/networking – both ways

- Sustaining the link
  - Students
  - Consulting/sabbaticals – both ways
  - Other

- Measuring the results
  - Step changes in how we do things
  - Less so incremental improvements