

ADAPE 2010 CONFERENCE DRAFT PROGRAM

SUNDAY 5th SEPTEMBER

12.00 - 5.00	Australasian Board Meeting (PAC)	
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MONDAY 6th SEPTEMBER

		Location
9.00 - 12.00	Australasian Board Meeting	PAC
9.00 - 5.00	Discover Development I & II	HC Council Room & GK516
1.00 - 7.00	Golf Day	Kooyonga GC

TUESDAY 7th SEPTEMBER

8.30 - 12 noon	Build Exhibitors Space	ACC (Halls J&K)
12 noon - 8.00	Bump in Exhibitors	ACC
9.00 - 4.30	Discover Development I & II (Hawke Centre)	HC Council Room & GK525
10.00 - 4.30	Leadership Advancement into the Future. (Hawke Centre) For experienced practitioners	HC - Bradley Forum
12.30 - 1.30	Lunch - Discover Development & Leadership delegates only	Bradley Forum Foyer
1.30 - 4.30	CFRE Exam	ACC
3.00 - 8.00	Registration Desk Opens	ACC Foyer
6.30 - 8.30	Welcome Drinks	National Wine Centre

WEDNESDAY 8th SEPTEMBER

8.30am	Chairman's Welcome (including Kaurana People's Welcome)	ACC - Hall C
8.40am	Song & Dance Item (Tutti Ensemble)	ACC - Hall C
8.50am - 9.20am	Conference Opening - Governor? Fellow/Volunteers awards presentations by??.	SL/MD/Dc to follow up guest speaker - Gov 6 months

9.25am - 10.10 am	Keynote Address - Dr Rodd Carr, Vice-Chancellor University of Canterbury, The Challenges of Advancement in 2010 and beyond							ACC - Hall C
10.15am - 10.35am	Morning Tea Break with Sponsors [Include a Life Balance Segment for all delegates EFM]							ACC (Halls J&K)
	PEOPLE Alumni & Community Managing People/Work Life Balance	PROMOTION Marketing & Communications Enrolments			PHILANTHROPY Fundraising & Philanthropy Future Proofing		PRACTICAL TOOLBOX	
10.40-11.25	<i>Judy Cole - Why are we doing this? Advancement Strategic Planning: The Process of Achieving Clarity of Purpose</i>	<i>Ian McLean The Past Does Not Equal the Future - Building Relationships with your Alumni</i>	<i>Larry Lauer Competing for students money and reputation marketing in the 21st C</i>	<i>Kevin Richardson - The Impact of Technology on Future Generations</i>	<i>Catherine Raaflaub - The Giving Conversation - opening the door</i>	<i>Dr Rod Carr Topic - The Future of Advancement -Uni Canterbury Bond Issue - thinking outside the square</i>	<i>Cecilia Haddad & Anne Bartlett Bragg - Using Social Networking for PR</i>	<i>Anne Robinson - Cricos, Discrimination, Enrolment Offers - More Legal Issues in Enrolments</i>
11.30- 12.15pm	<i>John O'Donnell - Influencing your Board to get what you need</i>	<i>Ron Fairchild - Fundraising as a long term career</i>	<i>Elizabeth Scarborough - Merging Data with Design to Develop Effective Branding Communications</i>	<i>Tom Ahern Wk/p Get your donor communications right - The science and secrets of effective donor persuasion</i>	<i>Bob Burdenski The Case for the Annual Fund</i>	<i>Prof Teo Choo Soo Cultivating Alumni – The Tree of Engagement</i>		
12.30pm - 1.50pm	Lunch Break (Marketing Awards Sit Down Luncheon) Jenny Williams [Motivation & Mobilising Teams]							Hall E
2.00pm	Plenary 1 Dr Wendy Skaife QUT (includes Speakers Panel) ADAPE/CNPS Benchmarking Survey - Outcomes							ACC - Hall C
2.45pm - 3.30pm	<i>Elizabeth Ho Use of Champions</i>	<i>Larry Lauer - How Marketing is Transforming Alumni Relations</i>	<i>Gary Le Duff How the MySchool reporting and the proposed funding review impacts on your school.</i>	<i>Anne Robinson - Legalities of Development</i>	<i>Catherine Raaflaub How Strategic Planning Drives Development</i>	<i>Julie Johnson Capital Campaigns</i>	<i>Daniel McDiarmid New technologies for perennial challenges: contact reporting and donor solicitation</i>	<i>John Rux Burton - May the Phone be With You: The role of Phone Campaigns in Transforming Participation Rates and Income in your Individual Giving Programme</i>

3.30pm - 3.50pm	Afternoon Tea Break with Sponsors							
3.55pm - 4.40pm	<i>W/kshop Dr Alan Watkinson and David Cornish Changing the alumni culture in Australia</i>	<i>Wkshop Karen Waring Working with Teams and Understanding Personalities</i>	<i>Kate Rafferty Using Facebook as Part of an Alumni Program</i>	<i>Ian McLean Sustaining Relationships for successful Advancement - Board Management</i>	<i>Wendy Skaife Both Sides of the Story: Major Gifts Study and High Net Worth Donors</i>	<i>Jane Jeffries Working with your Board: setting directions and good governance</i>	<i>Dr Stephen Holmes Understanding your institution's reputation and using it strategically in your marketing</i>	<i>Panel/Wkshp Celebratory Events A - Z</i>
4.45pm - 5.30pm	Round Tables							<i>Hall E</i>
5.30pm	Close of sessions							
5.30pm	MGM Sponsors Drinks followed by free evening / Chapter Dinners							<i>ACC Halls J & K</i>
7.00pm	Chairmans Dinner (Adelaide Club)							

THURSDAY 9th SEPTEMBER

7.30am - 8.30am	Breakfast with the Stars - Sit Down Round Tables (you must register separately for this) Mentors eg: Henry Campey; Mack Jones, Brian Reid, Ann Badger, Tony Hume, John Kramer, Andrea McGurk, John Bacon, Frank Opray, Alan Watkinson, Di Lawrence, Marilyn Rickard plus key note speakers: Catherine Rauflaab, Larry Lauer, Tom Ahern, Ian McLean, Judy Cole, Choo Soo Teo for a discussion on a range of topics over breakfast. Great access to leaders in advancement from across the world.								
8.45 - 9.25am	Keynote Address:								
9.30 - 10.15am	Plenary - Mark McCrindle Connecting with Generations								
10.20 - 10.40am	Morning Tea Break with Sponsors [Include a Life Balance Segment for all delegates sponsor EFM]								
	<i>PEOPLE Alumni & Community Managing People/Work Life Balance</i>	<i>PROMOTION Marketing & Communications Enrolments</i>	<i>PHILANTHROPY Fundraising & Philanthropy Future Proofing</i>	PRACTICAL TOOLBOX					

<p>10.45 -11.30am</p>	<p><i>Mark McCrindle The Future Forum: A strategic analysis of the emerging issues that will shape the future. It is a turbo-charged workshop aimed at presenting research-based future scenarios and facilitating teams to develop an action plan to thrive amidst the shifts.</i></p>	<p>Teo Choo Soo <i>Priorities in Alumni Engagement</i></p>	<p>Larry Lauer - the politics of institutional marketing and advancement</p>	<p>Annie Weatherburn - International Recruitment and Marketing: Tips and tricks of what to expect when marketing overseas, how to search for new markets, look after those you have and deal with all the regulations and legislations that govern it.</p>	<p>Ann Badger <i>The Magic of Major Gifts 1</i></p>	<p>Ron Fairchild <i>Thank You, Thank You, Thank You - Stewardship for Success</i></p>	<p>Wk/shp Steve Brown <i>Events Management 1</i></p>	<p>Tom Ahern <i>The secret to a profitable fundraising program. A great case for support.</i></p>
<p>11.35 - 12.25pm</p>	<p>Ian McLean <i>'From Adolescence to Maturity – making a career in School Development</i></p>	<p>W/shop - Leanne Brittain and Debbie Cook <i>A bequest Program for Beginners</i></p>	<p>David Wheeler - Chronicle for Higher Education, Larry Lauer & Elizabeth Scarborough. <i>Beyond the Lists Panel on building and sustaining your reputation in the international market.</i></p>	<p>Alex Gibbs <i>Media Strategies - Preparation, Implementation and Crises.</i> <i>Looking at how an institution can prepare its spokespeople to handle the media, devise media strategies, make the most out of advertising dollars and turn issues into opportunities.</i></p>	<p>Ann Badger <i>The Magic of Major Gifts 2</i></p>	<p>Robyn Brown <i>The Key to a Successful Bequest Program</i></p>	<p>Wk/shp Steve Brown <i>Events Management 2</i></p>	<p>John Kramer <i>Staff Challenges & Management</i></p>
<p>12.30 - 1.45</p>	<p>LUNCH BREAK - Guest Speaker: Lyn Trott - Whatever Your Everest <i>Sharing the story of her Way to Everest and now her Way back to Everest</i></p>							

1.45 -2.30	<p>Catherine Raaflaub + Bradley Fenner + Belinda Provis <i>A Head's Role in Advancement</i></p>	<p>Anna Gingell - Innovative School Alumni Programs and Events</p>	<p>Larry Lauer & Elizabeth Scarborough with Stephen Holmes - <i>Joint Presentation: Are We Who We Say We Are: Brand Identity and Cultural Change... An interactive session on the politics of the institution and how to address the objections and barriers to marketing.</i></p>	<p>Tracy McNamara <i>New Media Technologies that Enhance Your Brand.</i></p>	<p>Greg Campitelli <i>10 Keys to Marketing Your School & Increase Enrolments</i></p>	<p>Caroline Prebble & Sue Harrison <i>From dreams to reality</i> <i>Capital campaigns in the city and country Part 1</i></p>	<p>Bob Burdenski <i>The Disenchanted Donor</i> <i>Why do donors lapse, and how can we get them back? Bob looks at quantitative and qualitative data to help identify the answers.</i></p>	<p>Tim Dolan <i>Principal Gifts: The Art of Making the Ask</i></p>
2.30 - 3.15pm	<p>Tony Hume <i>Establishing your advancement office</i></p>	<p>Andrea McGurk <i>How to be successful in Development when you don't have the perfect conditions.</i></p>	<p>Choo Soo Teo <i>Cultivating Alumni - The Tree of Engagement.</i></p>	<p>Geoff Holt <i>The Tablet which will change your Life. - Will it be too much to swallow?</i></p>	<p>Katrina Rendell <i>Demystifying the Print Process</i></p>	<p>Caroline Prebble & Sue Harrison <i>From dreams to reality</i> <i>Capital campaigns in the city and country Part 2</i></p>	<p>John Taylor - <i>What I now know about fundraising that I wish I knew when I was a Headmaster</i></p>	<p>Andrew Penfold IAEF <i>Indigenous Scholarships</i></p>
3.15 - 3.30pm	<p>Afternoon Tea Break with Sponsors</p>							
3.35 - 4.15	<p>Julie Johnson <i>Think Success & You'll be Successful</i></p>	<p>Jennifer Hargraves <i>A Woman in a Man's World - Alumni Engagement running reunions around the world, skills at connecting boys of all ages and database challenges.</i></p>	<p>Alan Brideson <i>Uni of SA Leveraging your Brand</i></p>	<p>Louise Hambridge <i>Building a Bridge. An insiders view of how to build productive relationships with your Business Manager.</i></p>	<p>Jane Bourne <i>The Ideal Admissions Office</i></p>	<p>Brian Holmes - <i>Successfully Engaging Big Gift Donors</i></p>	<p>Ian Conway <i>A New Dreaming Through Education Pt 1</i></p>	<p>Rod Loneragan <i>Practical Tips for the Implementation of a Successful Bequest Program</i></p>

4.20 - 5.00pm	<i>Rebecca Palsler Saying No - Why, When & How. Managing staff and wider relationships to stay focussed on your strategic priorities.</i>	<i>Jen Clark & Susanne Henry Uni of Adelaide International Alumni - Alumni Online</i>	<i>Jen Hutton The Challenge of a one person office and how to overcome them.</i>	<i>Elizabeth Scarborough The Vital Role of Research in Marketing</i>	<i>John Collins The Link between the Registrar/Admission s Role and Marketing in your School</i>	<i>Tom Ahern Teamwork - Mobilising your best allies.</i>	<i>Ian Conway A New Dreaming Through Education Pt 2</i>	<i>Robyn Humphreyes Reid New Technologies in Communications: All atwitter about Twitter; Facing up to Facebook; and you, me, and iTunes U'</i>
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6.30pm for 7.00pm	Drinks & Conference Dinner Sponsored by Rux Burton and Assoc. (Trevor Wigney Award Presentation)							
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FRIDAY 10th SEPTEMBER

9.00am	Keynote Address - This is why we do it - scholarships theme, impact of what we all work for							
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10.00am	<i>Waverley Stanley Indigenous Scholarships Pt 2 - The Follow Up 2008 - 2010</i>	<i>Clare MacAdam Boards that give</i>	<i>Murray Happ - Case Study: How We Turned a \$50 Annual Fund Gift into a \$3 Million Bequest</i>	<i>Catherine Raaflaub Relationships for Revenue Growth</i>	<i>David Day Planning for a Fundraising Campaign</i>	<i>Stewart Brooke - Innovative Annual Giving</i>	<i>Alumni Panel Judy Cole & Joanna Motion</i>	<i>W/Shop Successful Reunion Programs</i>
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11.00am	Morning Tea Break with Sponsors [Include a Life Balance Segment for all delegates EFM]							
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11.15am	<i>Panel with Campey/Kramer/ Cornish Waverley Stanley Indigenous Scholarships Pt 2 - The Follow Up 2008 - 2010</i>	<i>Encore Session: Our Most Popular Sessions Repeated</i>	<i>Encore Session: Our Most Popular Sessions Repeated</i>	<i>Mandy McFarlane Girls Can Do it Too!</i>	<i>Tom Ahern Writing powerful, persuasive communications for fundraising</i>	<i>Encore Session: Our Most Popular Sessions Repeated</i>	<i>Admissions Best Practice - Panel with Paul Walsh, John Bacon & Di Lawrence</i>	<i>Indigenous Scholarships Higher Ed - Dr Alan Watkinson</i>
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12.15pm	GREAT DEBATE - Panels drawn from Fundraising, Politician, Donor, Corporate, Philanthropist, Sponsor Topic: Is It Better to Give than Receive?							
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1.30pm	Wrap Up Lunch - End of Conference
2:00pm	Tours - schools & university (booking required)

LEGEND:

	PEOPLE <i>Alumni & Community</i> <i>Managing People/Work Life Balance</i>	Alumni Relations
		Strategic Areas - Planning, Governance
		Organisational & People Management, Relationships
		Success & You