

2017 Qld Chapter Conference

Building upon your Foundational Pillars



Monday 18 September, 2017

8:00am - 9:00am	REGISTRATIONS OPEN - Entrance The Centenary Library				
9:00am - 9:30am	OFFICIAL OPENING AND WELCOME - The Centenary Auditorium				
9:30am - 10:30am	KEYNOTE ADDRESS - Matthew Ames Will to Live: resilience in the face of adversity - The Centenary Auditorium				
10:30am - 10:55am	MORNING TEA - Overlooking the Oval				
	ADMISSIONS sponsored by Schools Guide	MARKETING sponsored by New Word Order	FUNDRAISING sponsored by O'Keefe & Partners	ALUMNI sponsored by Blumark	EVENT & COMM RELATIONS sponsored by Australian Catering Services
Session 2 11:00am - 11:45am	John Black Making demographics work for your school		Lea Walker-Franks Developing a culture of philanthropy	David Miles and Kelly Edwards Reunions – divide or conquer	Michael Donahue Developing your college's community relations strategy
Session 3 12:00am - 12:45pm	Michael Hall Making your school the 'school of first choice'	Nicole Wykes A journey of growing enrolments in an early learning centre	Gary Banks Brushing up on LinkedIn		Naomi Andrews Jenny Noble Jane Milne Tara Shipperley Celebrating milestone occasions - Panel
1:00pm - 1:45pm	LUNCH - Overlooking the Oval				
Session 4 2:00pm - 2:45pm	Paul Walsh Using a milestone year to aid future enrolments	Adam Boote and Chris Lang The role of digital marketing in the admissions funnel	Julie Johnson Contemporary annual giving	Sue Russell and Bruce Wright Alumni engagement with current students	Justin Lippiatt Engaging key stakeholders - strategies for engaging the school and local community
Session 5 3:00pm - 3:45pm	Michael Hall Database management and strategic use	Yasmine Gray Public relations and risk management	Jeff Buchanan Capital campaigns - the right strategy for success	Anthea Barry and Jarrod Turner International and interstate alumni engagement: motivating volunteers and maintaining momentum	
3:45pm - 4:15pm	AFTERNOON TEA - Overlooking the Oval				
4:15pm - 4:30pm	CONFERENCE AWARDS - The Centenary Auditorium				
Session 6 4:30pm - 5:15pm	PLENARY ADDRESS - Brett Leadbetter Why happiness at work should be our #1 priority - the top 10 things you should know - The Centenary Auditorium				
5:30pm - 6:30pm	CONFERENCE COCKTAILS 2nd floor balcony, The Centenary Library				
7:30pm	ALL INVITED TO A CASUAL DINNER AT THE NORMAN HOTEL, WOOLLOONGABBA				

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Tuesday 19 September, 2017

8:00am - 9:00am **REGISTRATIONS OPEN** - Entrance, The Centenary Library

9:00am - 9:30am **OFFICIAL OPENING AND WELCOME** - The Centenary Auditorium

Session 7 **KEYNOTE ADDRESS - Lynne Schinella**

9:30am - 10:30am Speak and be heard - storytelling to persuade and influence - The Centenary Auditorium

10:30am - 10:55am **MORNING TEA** - Overlooking the Oval

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Session 8 11:00am - 11.45am	Neil McWhannell Essentials for ensuring a full house	Scott Oxford and Suzanne Oxford Using digital marketing to create deeper relationships	Bill Maddock Bequests in education – reaching the top	Russell Davidson The key characteristics of leading alumni organisations - a practical example of what it takes to be effective and engaging	Lynne Schinella Find your voice – conquering fear and stepping up to the platform
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MULTI-PILLAR SPEED SESSIONS (12 x 20 min sessions across all pillars, choose any 2 from any stream)

Sessions 9 - 10
12:00pm - 12:45pm

(2 sessions)
Neil McWhannell and Tina Fleming
Would you like to talk to the man in charge or the lady who knows what's happening?
Get the best out of your Educate Plus membership

Suzanne Brooks Pitfalls and protests of the enrolment process	John Collins Promotion - from the inside out	Lu Wishart Young giving	Chris Cotton The power of the private social network	Terry Hamilton Engagement ideas for past parents of your school
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Paul Walsh A new approach to open days	Adele Graves and Nicole de Vries Where to now? How to keep the momentum going after an award-winning campaign	Inma Beaumont Naming opportunities – the delicate balance between policies, politics and equity	Helen Stower Facebook v Twitter v Insta - what to use and when	One Quarter (2016 Alumni) - Zachary Hayward, Spencer Hayward and Dhruv Goel Transforming our 'service learning' programs into an ongoing commitment to social justice
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1:00pm - 1:45pm **LUNCH** Overlooking the Oval

Session 11 **PLENARY ADDRESS - Fiona Hannan**

2:00pm - 2:45pm Managing teams and projects - what can sports teams teach us? - The Centenary Auditorium

2:45pm - 3:00pm **CONFERENCE REFLECTIONS & CLOSE** - The Centenary Auditorium