### EDUCATE PLUS BIENNIAL INTERNATIONAL CONFERENCE 2016 PROGRAM

**PRE-CONFERENCE PROGRAM, TUESDAY 6 SEPTEMBER**

- **9:00am - 4:30pm**
  - **1:30pm - 5:00pm** WORKSHOP: Your Brilliant Career in Advancement. Leading recruitment firms will present strategies for furthering your career in the industry. Free to Educate Plus members.
  - **10:30am - 4:30pm** WORKSHOP: Developing Websites that Work. Practical Strategies Chris Frost Firefly.
  - **9:00am - 9:00am** WORKSHOP: Synergetic, Potentiality offering free consultations and or advanced training and practical instruction. Andrew Hamlin, Tony Bretherton, Andrew Hamlin, Dr Alan Watkinson, Dr Clare Pullar.
  - **5:30pm - 6:00pm** WORKSHOP: An Introduction to Archives & Archival Programs in Schools. Australian Society of Archivists.
  - **7:00am - 7:00pm** WORKSHOP:-Stewardship Program Through a Super. Michelle Macgregor, Owen, Director of Advancement, Swinburne University of Technology. Making the Strategic Case for Resources in Your Advancement Office.
  - **12:35pm - 1:30pm** WORKSHOP: How to Grow Raving Fans. Megan McPherson, Director of Alumni, Swinburne University of Technology. Making the Strategic Case for Resources in Your Advancement Office.

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**REGISTRATION DESK OPEN**

**WELCOME RECEPTION, Q1, SPONSORED BY MARTS & LUNDY**

- **7:00am**
- **8:30am - 9:00am**
  - **9:00am - 10:00am**
  - **10:00am - 10:30am**

**MAIN CONFERENCE PROGRAM, WEDNESDAY 7 SEPTEMBER**

- **8:30am - 9:00am**
  - **9:00am - 10:30am**
  - **11:35am - 12:35pm**
  - **12:35 - 1:30pm**
  - **1:30 - 2:30pm**
  - **2:35 - 3:35pm**
  - **3:45 - 4:45pm**

**REGISTRATION DESK OPEN**

**CONFERENCE OFFICIAL OPENING & WELCOME**

- **7:00am**
- **8:30am - 9:00am**
- **9:00am - 10:00am**
- **10:00am - 10:30am**

**KEYNOTE ADDRESS: Simon Breakspear SPONSORED BY GLOBAL PHILANTHROPIC**

- **9:00am - 10:00am**
  - **10:00am - 10:30am**

**MORNING TEA, THE MARKET PLACE**

- **10:00am - 10:30am**
  - **11:00am**

**FUNDRAISING - SCHOOLS**

- **Andrew Hamlin US Topic:** "What every School Board member / Principal should know about fundraising.
- **Nick Jaffer President and CEO Global Philanthropic Asia Pacific Building Blocks Towards Campaign Readiness.
- **Stephen Mally CFRE, Director, FundraisingForce Creating an Alumni Engagement Score: What is it? Why do I care? How do I put it into action?"**

**FUNDRAISING - TERTIARY**

- **Hannah Bone, Director of Development, University of Adelaide Building a High Performance Development Team, from Recruitment to Results.
- **Peta Magee Alumni Relations Co-ordinator, Santa Sabina College Best Practice in Career Mentoring.
- **Kim Pryor, Project Manager, Strategic Initiatives, Alumni & Development, Flinders University TBC.
- **Panel Session What the media are looking for from schools and how to develop those important relationships Erin Bull VIC.**

**ALUMNI - SCHOOLS**

- **Stephanie Muller CFRE, Director, FundraisingForce What is it? Why do I care? How do I put it into action?"**

**ALUMNI - TERTIARY**

- **Justine Flynn - Co-founder and Director of Brand and People at ThankYou Driving digital engagement using social media and online campaigns.
- **Janice Crampton US AISAP Secret Team Enrolment Agents and Marketers.
- **Michael Eales Business Models The Value Proposition.**

**MARKETING & COMMUNICATIONS**

- **Janice Crampton US AISAP is your school, your office, and/or you in danger of suffering from INFOBESITY?**

**ADMISSIONS**

- **Tony Pfeiffer MMG Admissions Metrics What you should be doing to be at Best Practice.**

**GENERAL ADVANCEMENT**

- **Women in Leadership Gender diversity and women in leadership in a broad sense Clare Pullar, Lea Walker, Penny Bowman.**

**STREAMS:**

- **FUNDRAISING - SCHOOLS**
- **FUNDRAISING - TERTIARY**
- **ALUMNI - SCHOOLS**
- **ALUMNI - TERTIARY**
- **MARKETING & COMMUNICATIONS**
- **ADMISSIONS**
- **GENERAL ADVANCEMENT**

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**NETWORKING LUNCH SPONSORED BY OPEN BOOK HOWDEN**

- **1:30 - 2:30pm**
  - **2:30 - 3:30pm**
  - **3:35 - 4:35pm**

**CHAMPAGNE AFTERNOON TEA, THE MARKET PLACE**

- **3:45 - 7pm**
- **7:00pm - 10:00pm**
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<td><em>MORNING TEA, THE MARKET PLACE</em></td>
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**STREAMS:**

- FUNDRAISING - SCHOOLS
  - Daiga Galins (US) Topic: Managing a Major Gifts Portfolio
  - Trevor Wigney Master Class - Advanced Fundraising: Dr Alan Watkins
  - Jon Badger: Getting senior leadership actively involved in philanthropy

- FUNDRAISING - TERTIARY
  - Tony Pfeiffer, Director, MMG Education Segmentation of Stakeholders and Development of Strategies
  - Abigail Nokes: Future First Global Singapore

- ALUMNI - SCHOOLS
  - Gretchen Dobson DEd, LLCEveryday Alumni Engagement Beyond Annual Events
  - Gretchen Dobson DEd, LLCEveryday Alumni Engagement Beyond Annual Events

- ALUMNI - TERTIARY
  - Gretchen Dobson DEd, LLCEveryday Alumni Engagement Beyond Annual Events
  - Tracy McNamara & Margo Bastow: In a digital world, traditional media can still be an effective part of your marketing mix

- MARKETING & COMMUNICATIONS
  - Russell Davidson: Strategic Planning for Alumni Organisations. From the Plan to the Action.
  - Gretchen Dobson DEd, LLCEveryday Alumni Engagement
  - Cressida Mort: The Armidale School (NSW) Developing and aligning your school brand

- ADMISSIONS
  - Anne Robinson Prolegis: Admissions Law
  - John Da Cruz: Effectively managing Asian relationships

- GENERAL ADVANCEMENT
  - Janice Crampton US AISAP: It Takes a Village: Recognizing the importance of understanding, planning, and executing your strategic as well as operational

**AWARDS LUNCH SPONSORED BY AskRIGHT**

- Andrew Hamlin (US), Mack Jones (SA), Jeff Buchanan (QLD): ‘Capital Campaigns 101’
- Vincent Ramos, Development Manager, Faculty of Business & Economics, University of Melbourne Building a True Donor Pipeline: An American Case Study
- Russell Davidson: Strategic Planning for Alumni Organisations. From the Plan to the Action.
- Gretchen Dobson DEd, LLCEveryday Alumni Engagement
- Cressida Mort: The Armidale School (NSW) Developing and aligning your school brand
- Anne Robinson Prolegis: Navigating Split Families
- Michael McQueen: The Shape of Things to Come

**FREE TIME**

- Gather at Marriott Entrance for transport to Gala Dinner venue or meet the group at Mariners Cove Marina
- Board Catamarans for 40min flat water cruise to our tropical island

**GALA EVENT, TROPICAL ISLAND**

- NOTE: MAIN BOATS DEPART AT 10:45pm SMALLER LAUNCHES WILL BE AVAILABLE EARLIER
### FRIDAY 9 SEPTEMBER

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<td>9:00am - 10:00am</td>
<td><strong>STREAMS:</strong> FUNDRAISING - SCHOOLS, FUNDRAISING - TERTIARY, ALUMNI - SCHOOLS, ALUMNI - TERTIARY, MARKETING &amp; COMMUNICATIONS, ADMISSIONS, GENERAL ADVANCEMENT</td>
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<td>10:10 - 10:55am</td>
<td>Trevor Wigney, Master Class Advanced Fundraising. Preparing to make the ask. Strategic thinking and outcomes. Marilyn Rickard, Mack Jones, Di Lawrence; Rosalind Ogilvie, Director of Development &amp; Alumni Relations, University of Sydney; Wesa Chau, Director, Cultural Intelligence How can schools provide meaningful, valuable support to their Asian alumni? Cameron Pegg, Executive Officer, Deputy Vice-Chancellor (Engagement), Griffith University Alumni Publications; Liz Stanton, APRA Protecting your brand through correct use in the digital sphere; Stephen Holmes PhD Director of the Knowledge Partnership Innovative Marketing and Positioning.</td>
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<td>11:30am - 11:55am</td>
<td>2 Round Table options: “To establish a Foundation or not - that is the question!” or …………………. When you ask, what do you actually say?; Dr Robin Williams, AskRIGHT Topic to be confirmed; Emily Roffe-Silverster, Director of Development, Ballarat Clarendon College Effective social media tips and strategies with an emphasis on LinkedIn; Binh An Nguyen Using digital channels to increase engagement; Frank Chamberlin - Create compelling writing with every email you send - 17 tips; Annika Rose - The Wellbeing Collective Mindfulness and wellbeing - Looking after yourself so you can look after others; Annika Rose - The Wellbeing Collective Mindfulness and wellbeing - Looking after yourself so you can look after others.</td>
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<td>12:35 - 1:35pm</td>
<td>KEYNOTE ADDRESS Glenn Capelli - Better, Smarter &amp; Wiser</td>
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<td>CONFERENCE WRAP-UP &amp; CLOSE</td>
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