

TUESDAY 4 SEPTEMBER - PRE-CONFERENCE PROGRAM (SUBJECT TO CHANGE)

Full day 9am - 4.30pm	FULL DAY WORKSHOP Discover Advancement. For those new to Advancement & those with multiple roles Chris Klaassen, Tony Pfeiffer, Vicki Fowler, Mandy McFarland	HALF DAY WORKSHOP Developing Fantastic Websites. Practical Strategies Chris Frost, Director Firefly	FULL DAY MASTERCLASS Capital Campaigns - the winning edge Ann Badger Senior Consultant, Marts & Lundy, Inc & Marilyn Rickard Head of Community Relations, St Catherine's School	HALF DAY WORKSHOPS Separate training sessions from Synergetic and Potentiality offering free consultations and/or advanced training and practical instruction	HALF DAY WORKSHOP Effective use of social and digital media Grace Paraino Dean of Development & Alumni, Loreto Normanhurst	HALF DAY WORKSHOP How to shoot like a pro and increase ROI with video Geoff Anderson SONICSIGHT & Wes Tolhurst Wes Tolhurst Photography	HALF DAY PRESENTATION SKILLS WORKSHOP Engaging the heart and mind - the tips, tricks, and theory behind the perfect presentation Cameron Pegg Executive Adviser - Deputy Vice Chancellor (Engagement, Griffith University)
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5.30-7.30pm **WELCOME RECEPTION** SPONSORED BY **MARTS & LUNDY**

WEDNESDAY 5 SEPTEMBER - CONFERENCE OFFICIAL OPENING & WELCOME

8.30 - 9am **KEYNOTE ADDRESS: FEARLESS LEADERSHIP Corrinne Armour** Leadership expert & executive coach SPONSORED BY **PAYSMART**

9 - 10am	Fundraising Schools <small>Sponsored by AskRIGHT</small>	Fundraising Tertiary <small>Sponsored by AskRIGHT</small>	Alumni Schools	Alumni Tertiary	Marketing & Communications	Admissions <small>Sponsored by MMG Education</small>	Leadership & General Advancement
10.30am - 11.30am	Running multiple campaigns Amanda Staynes Director of Development, Auckland Grammar School (NZ)	How creative 'thank you's' and cultivating an attitude of gratitude can boost fundraising Lynne Wester Principal and Founder, Donor Relations Guru (USA)	Successful community events, reunions and anniversaries Charlotte Wood Principal, Wood Events (NZ)	Why alumni relations is integral to internationalisation Dr Gretchen Dobson Academic Assembly, Inc. Vice President, International Alumni & Graduate Services MD (Aust)	Teamwork - Admissions and Marketing. Why it is vital to be best friends with the enemy Kartina Martin Head of Admissions & Karen Ellis Head of Marketing, The Southport School (QLD)	Why school leaders are encouraged to connect and engage with their community on social media Dr Briony Scott Principal, Wenona School (NSW)	
11.35am - 12.35pm	Stewardship - the psychology of selling Bob Burdinski Giving Consultant, Trainer & Author (USA)	Guiding a donor's journey through a product gift Dr Jennifer Henry Bequests Manager, University of Melbourne	Alumni by the numbers. Is your program ROI supported by data? David Williams Executive Director, Guildford Grammar School (WA)	Marketing to international students - one size does not fit all! Mandy McFarland Director of Advancement, St Catherine's College, UWA (WA)	Working your database to leverage enrolments Geordie Mitchell Director of Enrolment Management, Buckingham Brown & Nichols School (USA)	What the Head really wants and needs from the Development Office Lynda Reid Former Principal, St Cuthbert's College (NZ)	
1.30pm - 2.30pm	What I know about fundraising that I wished I had known when I was a Headmaster Jeremy Madin Retired Headmaster, Cranbrook School, Sydney	Creating principal gift strategies Christopher Whitney Director of Principal Gifts, The University of Cambridge (UK)	20:20 Focus: Engaging Alumni in their first 20 years Abhra Bhattacharjee Director of Philanthropy and External Relations Scotch College, Adelaide	Running your own marketing activities in-house Eric Weijsschede Digital Marketing & Web Manager, University of Waikato (NZ)	Innovative social media strategies and campaigns Calista Thillou Executive Director, Office of Communication and Engagement, Flinders University (SA)	Retention strategies Karen Hall Admissions Manager, Westbourne Grammar School (VIC)	Leadership Masterclass: This session builds on the keynote address providing practical, transferable skills and approaches to enhance your leadership style and processes Corrinne Armour Leadership Expert, Executive Coach (VIC)
2.35pm - 3.35pm	Relationships are key. Critical alliances for a successful development office Lynda Reid Former Principal & Debbie Cook Former Director of Development, St Cuthbert's College (NZ)	Mining Millionaires - an introduction to prospect research Nicki Sayers Manager Donor and Prospect Research, Victoria University (NZ)	Social media and Alumni: a winning engagement Klaris Philipson Director of Technologies, St Cuthbert's School (NZ)	Put a ring on it! Data and Alumni - a marriage made in heaven John Bird Associate Director Business Intelligence & Karen Thompson Alumni Relations Manager, University of Auckland, (NZ)	Reputation building and protection for independent schools Tracy Cain Board Member, AIS (NSW)	Seal the deal - the formula for increasing enrolments Louise Woods Registrar, Somerset College (QLD)	

THURSDAY 6 SEPTEMBER - AWARDS BLITZ: AWARD-WINNING CASE STUDY PRESENTATIONS

9 - 10am **KEYNOTE ADDRESS: DARE TO DREAM Theresa Gattung** Leading NZ businesswoman, author & philanthropist SPONSORED BY **AskRIGHT**

10.30am - 11.30am	Major gift fundraising Chris Klaassen Marketing & Fundraising Consultant, Klaassen Consulting (NZ)	The four pillars of donor relations Lynne Wester Principal and Founder, Donor Relations Guru (USA)	Empowering women & inspiring alumni Deanne O'Shea Director of Marketing Communication & Engagement & Kim Williams Manager Alumni & Foundation, Ravenswood (NSW)	Building the plane while in mid air: alumni engagement at Australia's global University Jane Miller Executive Director of Alumni & Engagement, UNSW (NSW)	Creative marketing strategies and design thinking for the business of education Judy-Ann Quilliam Director of Marketing & Engagement, Loreto College Ballarat	Your point of difference is not enough Pauline Trigianni Director, Priority People Consulting (NSW)	The two Petes - One a principal and one an old boy - examining the relationship between Heads and their alumni Peter Cassie Headmaster & Peter Nelson Alumni Assn, St Kentigern School (NZ)
11.35am - 12.35pm	Reporting on your Fundraising, Auditing & reviewing the effectiveness of your annual giving campaign Nicole Crabb Director of Development Glenaeon Rudolf Steiner School (NSW)	Creating principal gift funding opportunities Christopher Whitney Director of Principal Gifts, The University of Cambridge (UK)	The alumni startup - building a program of alumni engagement at your school Julia Glass Director of Advancement, IGS (NSW)	Engaging constituents abroad: planning & implementation Dr Gretchen Dobson VP International Alumni & Graduate Services, MD Academic Assembly (Aust)	Culturally intelligent marketing Susanna Willis-Johnson Head of Marketing and Communications, Carmel School (WA)	The enrolment contract - ensuring you have a full & detailed contract that addresses all potential occurrences. Charles Alexander AIS (NSW)	Dare to dream - women in leadership Theresa Gattung Former CEO and Managing Director, Telecom (NZ)
2.15pm - 3.15pm	Fundraising online - fundraising on time Tim Shearer Director of Development, Scotch College (VIC) & John Phillips Director of Development, Brighton Grammar School (VIC)	Master Class Impact research and reporting Clive Pedley & Iyanthi Wijayanayake Giving Architects (NZ)	Writing your five year alumni plan Bob Burdinski Giving Consultant, Trainer & Author (USA)	Building a podcast with audio stories that engage alumni Ryan Catherwood Assistant Vice President Alumni & Career Services, Longwood University (USA)	Thought leadership marketing and reputation management Dr Stephen Holmes Founder & Principal, The Knowledge Partnership (Singapore)	Creating a data dashboard - detailed admissions' reporting Geordie Mitchell Director of Enrolment Management, Buckingham Brown & Nichols School (USA)	Ten Ten Ten for the Future Tony Sissons Headmaster & Carolyn Prebble Development & Community Relations, King's School (NZ)
3.20pm - 4.20pm	Developing a practical fundraising plan Jeff Buchanan Senior Consultant AskRIGHT (Aust)	Reunions - divide or conquer David Miles Old Boys Manager, Churchie (QLD) & Kelly Edwards Development & Events Coordinator, Brisbane Boys' College (QLD)	Harnessing the power of LinkedIn Jasmine Groves Senior Communications Advisor, Communications Group (NZ)	Developing your brand story - articulating identity & reinventing your brand Julianne Brandon Director of Community Engagement, Carey (VIC)	Managing the changing face of overseas students Catherine Marvel Director of Enrolments, PLC (NSW) & Melissa Capel Manager of Admissions, The Scots College (NSW)	Establishing or restructuring an Advancement Office Lea Walker-Franks Director of Development, St Joseph's Gregory Terrace School (QLD)	

FRIDAY 7 SEPTEMBER - EXCELLENCE IN OUR PROFESSION - SERIES OF 10 minute TEDx PRESENTATIONS SPONSORED BY **SONICSIGHT**

10.10am - 11.10am	What motivated me to give to a school - small gifts to lead gifts Donor Panel TBC	Campaigns Gone Awry Tara Turner Senior Advancement Manager, Campaign & Principal Gifts University of Queensland (QLD) & Andrew Allred Senior VP, GG+A	Alumni and establishing the most fruitful fundraising and giving programs Nick Jaffer President & CEO APAC, Global Philanthropic (Aust)	Building Alumni networks through micro-volunteering Ryan Catherwood Ass. VP Alumni & Career Services, Longwood University (USA)	The secrets to building an irresistible brand Greg Campitelli Director, Campitelli Consultancy (VIC)	Plans and strategies to future proof your school Dr Stephen Holmes Founder & Principal, The Knowledge Partnership (Singapore)	Accelerating change & its impact on education advancement Bob Burdinski Giving Consultant, Trainer & Author (USA)
11.30am - 12.30pm	Mission: Impossible? Ethics & managing reputational risk in fundraising Kate Robertson Director of Development, St Peter's College (SA)	Leading practice in tertiary fundraising Nick Jaffer President & CEO APAC, Global Philanthropic (Aust)	Managing community through a long-term crisis Paul Nolan Director of Community Development, St Patrick's College Ballarat (VIC)	Understanding alumni relations as central to 'moves management' Naomi Wilde Development Consultant, University of Canterbury (NZ)	Finding Frodo - how to choose the right hero and storyline for your institution Cameron Pegg Executive Officer - Office of the Deputy Vice Chancellor, Griffith University (QLD)	Creating a positive work culture Pauline Trigianni Director, Priority People (NSW)	

12.35-1.35pm **KEYNOTE ADDRESS: EFFECTIVE TEAM LEADERSHIP Mike Stanley** Chief Executive of AUT Millennium SPONSORED BY **SCHOOLBOX**

2pm **OPTIONAL AFTERNOON ACTIVITY:** Tour of new world class facilities at local institutions



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International Conference Sponsors



Keynote & International Speakers



1. Corrinne Armour

Author and recognised provoker of change and growth, Corrinne shows leaders how to release the human potential in their careers, teams and organisations.

Keynote Session: Fearless leadership - 12 ways to derail your leadership fast

2. Theresa Gattung

Leading New Zealand businesswoman, author & philanthropist, Theresa will draw on her experience of running the largest company in New Zealand, chairing a large Australian board. Co-founding one of New Zealand's most successful start-ups, Theresa will lead an interactive, practical leadership session.

Keynote Session: Dare to dream
Session: Women in leadership

3. Mike Stanley

CEO of AUT Millennium, President and Chairman New Zealand Olympic Committee, and Board member - High Performance Sport New Zealand, Mike is the perfect leader to inspire delegates on decision making and high performance strategies. Mike has had a long involvement in sport, including with rowing, where he has been a competitor, coach, and commentator.

Keynote Session: Effective team leadership

4. Geordie Mitchell

Born and raised on the campus of St. Paul's School in Baltimore, MD in the US, Geordie has done extensive development and admissions/enrolment work at several schools. In his current role as Director of Enrolment Management at BB&N Geordie oversees all admissions/enrolment/financial aid activities on three campuses for grades PK - 12.

Geordie is a founding board member of the Association of Independent School Admission Professionals and consistent faculty member at the AISAP Institute.

Sessions:
• **How to work your database to leverage enrolments**
• **Data dashboard - detailed Admissions reporting**

5. Bob Burdenski

Bob is an internationally recognised annual and regular giving programs consultant for schools, colleges and universities. He is a prolific writer and published author, having spent 22 years in fundraising for a variety of educational institutions, religious and human services organisations.

Sessions:
• **Stewardship - the psychology of selling**
• **Writing your five year alumni plan**
• **Accelerating change & its impact on education advancement**

6. Ryan Catherwood

Ryan is the Assistant Vice President, Alumni and Career Services at Longwood University. Prior to joining Longwood, he was the Director of Digital Engagement Strategy at the University of Virginia.

Sessions:
• **Building a podcast with audio stories that engage Alumni**
• **Building Alumni networks through micro-volunteering**

7. Christopher Whitney

At the University of British Columbia he managed a major gifts team through a C\$1.5 billion campaign. Christopher joined the University of Cambridge as Director of Principal Gifts in 2014 at the start of a £2 billion campaign. In this capacity he works with some of the world's leading philanthropists on transformative investments of £10 million or more.

Sessions:
• **Creating principal gift strategies**
• **Creating principal gift funding opportunities**

8. Lynne Wester

Sometimes referred to as the *Olivia Pope of Fundraising*, Lynne and her teammates at the Donor Relations Guru Group, partner with non-profits to develop sound strategy and vision which utilise technology to create meaningful donor engagement - all designed to positively affect the fundraising bottom line.

Session:
How creative 'thank yous' and cultivating an attitude of gratitude can boost fundraising

Social Program

Tuesday 4 September Welcome Function

Kick start your conference by meeting at SkyCity reception for transport to the Auckland War Memorial Museum. This exclusive event will feature a traditional Māori welcome in an incredible location where you can relax and network with fellow delegates, speakers and sponsors. SPONSOR: MARTS & LUNDY

Wednesday 5 September Chapter Dinners

Collaborate, network and have fun with your chapter colleagues at this informal dinner. Details will be sent to registered delegates in August.

Thursday 6 September Gala Evening

The highlight of our conference is the gala networking event. An evening to remember in a surprise location with the theme: **'Show us your colours'**.



Pre-Conference Program

4 September

Discover Advancement

Key fundamentals of Advancement: Admissions, Marketing, Fundraising & Alumni. For those new to Advancement & those with multiple roles. **Chris Klaassen, Tony Pfeiffer, Vicki Fowler, Mandy McFarland**

Developing Fantastic Websites, Practical Strategies

Presented by **Chris Frost** MD Firefly

Campaigns - The Winning Edge - Masterclass

A full day program for advanced fundraisers - key components in developing a Capital Campaign. **Ann Badger** Senior Consultant, Marts & Lundy (Vic) **Marilyn Rickard** Head of Community Relations, St Catherine's Waverley

Synergetic & Potentiality

Offering separate free consultations and/or advanced training and practical instruction.

Effective use of Social & Digital Media

Social Media expert, Grace Paraino, will take a deep dive into the social media world focussing on increasing your institution's positive online presence. **Grace Paraino** Dean of Development & Alumni, Loreto Normanhurst

Shoot Like a Pro & Leveraging Video to maximise your ROI

Participants will advance their knowledge of photography with their digital SLR. Tips on processing and enhancing photography will give participants greater confidence, control and advance their understanding of image making. Participants will also learn how to best leverage the power of Video to maximise ROI. **Geoff Anderson** SONIC SIGHT and How to Shoot Like a Pro **Wes Tolhurst**, Wes Tolhurst Photography

Presentation Skills- Half Day Workshop

Engaging the heart and mind - the tips, tricks, and theory behind the perfect presentation. **Cameron Pegg** Executive Adviser - Deputy Vice Chancellor (Engagement), Griffith University

Conference Program

5-7 September

Seven Concurrent Pillars

Admissions
Alumni, Community Relations & Events - School
Alumni - Tertiary
Fundraising - School
Fundraising - Tertiary
Marketing & Communications
Leadership & General Advancement

Traffic Light Indicator

To ensure delegates are able to select the most appropriate session, the final program content will indicate skill and knowledge levels:

Beginning



Strengthening



Mastering



Pillars

Each pillar comprises a substantial line-up of leading speakers from New Zealand, Australia, the USA, UK and Singapore; providing knowledge, insights and expertise that will inspire and inform even the most experienced practitioner.

Breakfast Blitz - Award Winning Case Studies (6 Sept)

Finalists from the Awards Program will be invited to present at the Breakfast Blitz on their 'program of excellence' during a complimentary breakfast session on the Thursday. The winners will be announced at the Awards lunch (sponsored by **Global Philanthropic**).

Awards Program

Member submissions and nominations for the Educate Plus Excellence Awards Program, are now open. If you are not already a member and have an award-worthy project, sign up for membership now.

Registration & Pricing

Full Registration

\$1390 Members | \$1640 Non-Members

Please note that 'Full registration' includes: Welcome Drinks, Awards Lunch and Gala Dinner. Day rates, accommodation and flight packages are available.

For more details and to register online visit

educateplus.edu.au