

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

<b>FULL DAY WORKSHOP</b> Discover Advancement. For those new to Advancement & those with multiple roles <b>Chris Klaassen, Tony Pfeiffer, Vicki Fowler, Mandy McFarland</b>	<b>HALF DAY WORKSHOP</b> Developing Fantastic Websites. Practical Strategies <b>Chris Frost</b> , MD Firefly	<b>FULL DAY MASTERCLASS</b> Capital Campaigns - the winning edge <b>Ann Badger</b> Senior Consultant, Marts & Lundy, Inc & <b>Marilyn Rickard</b> Head of Community Relations, St Catherine's School	<b>HALF DAY WORKSHOPS</b> <b>Synergetic, Potentiality</b> offering free consultations and/or advanced training and practical instruction	<b>HALF DAY WORKSHOP</b> Effective use of social and digital media <b>Grace Paraino</b> Dean of Development and Alumni, Loreto Normanhurst	<b>HALF DAY WORKSHOP</b> How to shoot like a pro and increase ROI with video <b>Geoff Anderson</b> SONICSIGHT & <b>Wes Tolhurst</b> Wes Tolhurst Photography	<b>HALF DAY PRESENTATION SKILLS WORKSHOP</b> Presentation Skills. Learn to present and communicate with more impact and with confidence <b>Elliott Blade</b> TEDx Auckland
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WEDNESDAY 5 SEPTEMBER

KEYNOTE ADDRESS: FEARLESS LEADERSHIP <b>Corrinne Armour</b> Leadership expert & executive coach				SPONSORED BY <b>PAYSMART</b>		
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
Stewardship - the psychology of selling <b>Bob Burdinski</b> Giving Consultant, Trainer & Author (USA)	How creative 'thank you's' and cultivating an attitude of gratitude can boost fundraising <b>Lynne Wester</b> Principal and Founder, Donor Relations Guru (USA)	Successful community events, reunions and anniversaries <b>Charlotte Wood</b> Principal, Wood Events (NZ)	Why alumni relations is integral to internationalisation <b>Dr Gretchen Dobson</b> Academic Assembly, Inc. Vice President, International Alumni & Graduate Services MD (Aust)	Teamwork - Admissions and Marketing working together <b>Kartina Martin</b> Head of Admissions & <b>Karen Ellis</b> Head of Marketing, The Southport School (QLD),		Why school leaders are encouraged to connect and engage with their community on social media <b>Dr Briony Scott</b> Principal, Wenona School (NSW)
Running multiple campaigns <b>Amanda Staynes</b> Director of Development, Auckland Grammar School (NZ)	Bequests - how to create a vibrant and successful program <b>Dr Jennifer Henry</b> Bequests Manager, University of Melbourne (VIC)	Alumni by the numbers. Is your program ROI supported by data? <b>David Williams</b> Executive Director, Guildford Grammar School (WA)	Marketing to international students <b>Mandy McFarland</b> Director of Advancement, St Catherine's College, UWA (WA)		Working your database to leverage enrolments <b>Geordie Mitchell</b> Director of Enrolment Management, Buckingham Brown & Nichols School (USA)	What the Head really wants and needs from the Development Office <b>Linda Reid</b> Former Principal, St Cuthbert's College (NZ)
What I know about fundraising that I wished I had known when I was a Head <b>John Taylor</b> Former Principal, King's College (NZ) & Fundraising Director, Auckland University (NZ)	Creating principal gift strategies <b>Christopher Whitney</b> Director of Principal Gifts, The University of Cambridge (UK)	Beyond the gate - establishing an alumni benevolence program <b>Speaker from Knox Grammar School (NSW)</b>	Running your own marketing activities in-house <b>Eric Weijsschede</b> Digital Marketing & Web Manager, University of Waikato (NZ)	Innovative social media strategies and campaigns <b>Calista Thillou</b> Executive Director, Office of Communication and Engagement, Flinders University (SA)	Retention strategies <b>Karen Hall</b> Admissions Manager, Westbourne Grammar School (VIC)	<b>Leadership Masterclass:</b> This session builds on the keynote address providing practical, transferable skills and approaches to enhance your leadership style and processes <b>Corrinne Armour</b> Leadership Expert, Executive Coach (VIC)
Relationships are key. Critical alliances for a successful development office <b>Linda Reid</b> Former Principal & <b>Debbie Cook</b> Former Director of Development, St Cuthbert's College (NZ)	Mining millionaires - an introduction to the dark art of prospect research <b>Nicki Sayers</b> Manager Donor and Prospect Research, Victoria University (NZ)	Social media and Alumni: a winning engagement <b>Klaris Philipson</b> Director of Technologies, St Cuthbert's School (NZ)	Put a ring on it! Data and Alumni - a marriage made in heaven <b>John Bird</b> Associate Director Business Intelligence & <b>Karen Thompson</b> Alumni Relations Manager, University of Auckland, (NZ)	How to protect your brand when facing a PR crisis <b>Tracy Cain</b> Board Member, AIS (NSW)	Seal the deal - the formula for increasing enrolments <b>Louise Woods</b> Registrar, Somerset College (QLD)	

THURSDAY 6 SEPTEMBER

KEYNOTE ADDRESS: DARE TO DREAM <b>Theresa Gattung</b> Leading NZ businesswoman, author & philanthropist				SPONSORED BY <b>AskRIGHT</b>		
Major gift fundraising <b>Chris Klaassen</b> Marketing & Fundraising Consultant, Klaassen Consulting (NZ)	Creating principal gift funding opportunities <b>Christopher Whitney</b> Director of Principal Gifts, The University of Cambridge (UK)	Empowering women & inspiring alumni <b>Deanne O'Shea</b> Director of Marketing Communication & Engagement & <b>Kim Williams</b> Manager Alumni & Foundation, Ravenswood (NSW)	Tertiary alumni programs and measuring the difference you make in alumni relations <b>Jane Miller</b> Executive Director of Alumni & Engagement, UNSW (NSW)	Creative marketing strategies and design thinking for the business of education <b>Judy-Ann Quilliam</b> Director of Marketing & Engagement, Loreto College Ballarat	Your point of difference is not enough <b>Pauline Trigianni</b> Director, Priority People Consulting (NSW)	The two Petes - One a principal and one an old boy - examining the relationship between Heads and their alumni <b>Peter Cassie</b> Headmaster & <b>Peter Nelson</b> Alumni Assn, St Kentigern School (NZ)
Developing a practical fundraising plan <b>Jeff Buchanan</b> Senior Consultant, AskRIGHT (Aust)	The four pillars of donor relations <b>Lynne Webster</b> Principal and Founder, Donor Relations Guru (USA)	The alumni startup - building a program of alumni engagement at your school <b>Julia Glass</b> Director of Advancement, IGS (NSW)	Engaging constituents abroad: planning & implementation <b>Dr Gretchen Dobson</b> VP International Alumni & Graduate Services, MD Academic Assembly (Aust)	Culturally intelligent marketing <b>Susanna Willis-Johnson</b> Head of Marketing and Communications, Carmel School (WA)	The enrolment contract - ensuring you have a full & detailed contract that addresses all potential occurrences. <b>Charles Alexander</b> AIS (NSW)	Dare to dream - women in leadership <b>Theresa Gattung</b> Former CEO and Managing Director, Telecom (NZ)
Fundraising online - fundraising on time <b>Tim Shearer</b> Director of Development, Scotch College (VIC) & <b>John Phillips</b> Director of Development, Brighton Grammar School (VIC)	<b>Master Class</b> Impact research and reporting <b>Clive Pedley &amp; Iyanthi Wijayanayake</b> Giving Architects (NZ)	Writing your five year alumni plan <b>Bob Burdinski</b> Giving Consultant, Trainer & Author (USA)	Building a podcast with audio stories that engage alumni <b>Ryan Catherwood</b> Assistant Vice President Alumni & Career Services, Longwood University (USA)	Thought leadership marketing and reputation management <b>Dr Stephen Holmes</b> Founder & Principal, The Knowledge Partnership (Singapore)	Creating a data dashboard - detailed admissions' reporting <b>Geordie Mitchell</b> Director of Enrolment Management, Buckingham Brown & Nichols School (USA)	The role of the Head in a major fundraising campaign <b>Tony Sissons</b> Headmaster & <b>Carolyn Prebble</b> Development & Community Relations, King's School (NZ)
What motivated me to give to a school - small gifts to lead gifts <b>Donor Panel</b> Panel TBC		Reunions - divide or conquer <b>David Miles</b> Old Boys Manager, Churchie (QLD) & <b>Kelly Edwards</b> Development & Events Coordinator, Brisbane Boys' College (QLD)	Harnessing the power of LinkedIn <b>Jasmine Groves</b> Senior Communications Advisor, Communications Group (NZ)	Developing your brand story - articulating identity & reinvigorating your brand <b>Jullianne Brandon</b> Director of Community Engagement, Carey (VIC)	Managing the changing face of overseas students <b>Catherine Marvell</b> Director of Enrolments, PLC (NSW) & <b>Melissa Capel</b> Manager of Admissions, The Scots College (NSW)	Establishing or restructuring an Advancement Office <b>Lea Walker-Franks</b> 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		
Reporting on your fundraising - fundraising audit & reviewing the effectiveness of your annual giving campaign Speaker TBC	How to approach major and principal gift fundraising challenges when things go awry <b>Tara Turner</b> Senior Advancement Manager UQ (QLD)	Alumni and establishing the most fruitful fundraising and giving programs <b>Nick Jaffer</b> President & CEO APAC, Global Philathropic (Aust)	Building Alumni networks through micro-volunteerism <b>Ryan Catherwood</b> Ass. VP Alumni & Career Services, Longwood University (USA)	The secrets to building an irresistible brand <b>Greg Campetelli</b> Principal, Campetelli Consultancy (VIC)	Plans and strategies to future proof your school <b>Dr Stephen Holmes</b> Founder & Principal, The Knowledge Partnership (Singapore)	Accelerating change & its impact on education advancement <b>Bob Burdenski</b> Giving Consultant, Trainer & Author (USA)
Mission: Impossible? Ethics & managing reputational risk in fundraising <b>Kate Robertson</b> Director of Development, St Peter's College (SA)	Leading practice in tertiary fundraising <b>Nick Jaffer</b> President & CEO APAC, Global Philanthropic (Aust)	Managing community through a long-term crisis. <b>Paul Nolan</b> Director of Community Development, St Patrick's College Ballarat (VIC)	Understanding alumni relations as central to 'moves management' <b>Naomi Wilde</b> Development Consultant, University of Canterbury (NZ)	How to find your Frodo? A presentation to Middle Earth to avoid the same same syndrome <b>Cameron Pegg</b> Executive Officer - Office of the Deputy Vice Chancellor, Griffith University (QLD)		Creating a positive work culture <b>Pauline Trigianni</b> Director, Priority People (NSW)
KEYNOTE ADDRESS: EFFECTIVE TEAM LEADERSHIP <b>Mike Stanley</b> Chief Executive of AUT Millennium				SPONSORED BY SCHOOLBOX		
OPTIONAL AFTERNOON ACTIVITY: Tour of new world class facilities at local institutions						



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