

ADAPE BIENNIAL INTERNATIONAL CONFERENCE 2008

ADAPeTATION - INSPIRATION - MOTIVATION

9-12 September 2008

BRISBANE CONVENTION AND EXHIBITION CENTRE (BCEC)
QUEENSLAND, AUSTRALIA

Dated:6-Aug-08

Program Snapshot

Keynote presentations are plenary sessions. Concurrent sessions are planned in the 'strands' for Philanthropy, Alumni Relations, Marketing and Communications and Community Engagement and Enrolments. "Brainstorming" sessions are held each afternoon on the theme of each 'strand' and are aimed at providing opportunities for peer to peer, facilitated discussions on particular subjects in detail as well as networking. The Leader's Forum a specific program in one day is highly recommended for organisational leaders and senior practitioners in the advancement of education profession. The following provides a small glimpse of a comprehensive main program.

Note:

1. Presentation Sessions are 60 mins - based on 5mins to move to / arrive at room, up to 45 min presentation (incl speaker intro and delegate intro as required) and up to 10 mins Q&A.
2. The program will be subject to change as speakers confirm and presentations are adjusted.
3. Personalised visits to Universities and Schools are in the planning stages for Friday afternoon. These are small group tours hosted by a representative from the organisation. It is envisaged that the list of organisations offering these visits will be available for booking on Registration. Numbers for each visit will be limited.

Tuesday, 9 September 2008

10.45am	Pre Conference Social Golf – Assemble at Brisbane Golf Club, Registration and Payment	Tennyson Memorial Drive, Yeerongpilly, 15 min drive from BCEC Green Fees are: \$70pp (includes Golf Cart), Club Hire: \$40pp Dress Regulations apply and NO Metal spikes allowed.
5.15pm	Departure from Golf Club	(Taxis will be booked) - return to accommodation.
4.00pm – 6.00pm	Registration Desk open - Plaza Level Foyer	Brisbane Convention and Exhibition Centre (BCEC)
6.00pm – 8.30pm	Delegates Welcome and Networking Drinks	Southbank Institute of Technology, COTAH Restaurant Level 2 C Block, 66 Ernest Street South Brisbane - a five minute walk from BCEC.

CONFERENCE SESSIONS (M=Mezzanine Level. P=Plaza Level)

Day / Time	Keynote (M3&4)	Philanthropy (P1) <i>Sponsored by Blackbaud Pacific Pty Ltd</i>	Alumni Relations (P3)	Marketing and Communication (P2) <i>Sponsored by Billy Blue Creative</i>	Community Engagement (P4) and Enrolments (P5)	Leaders Forum (M1) <i>Sponsored by Three Plus</i>
Day 1 ADAPeTATION <i>Wednesday, 10 Sept 2008</i> 8.00 – 9.00	Registration (Plaza Foyer) Register for personalised visits to selected Schools and Universities. Numbers are limited on each visit and will be conducted on Friday afternoon following the conference close.					
Session 1 8.45 – 9.15	Opening Ceremony (M3&4) Conference MC - Peter Carey (Fraser Coast Anglican College) Welcome: ADAPE Australasia President – Dr Alan Watkinson (Trinity College - University of Melbourne) Speaker: Waverley Stanley – Yalari Foundation Open Conference: TBC					
Session 2 9.15 – 10.15	KEYNOTE: Why Education Advancement Matters (M3&4) Professor Steven Schwartz (Vice Chancellor Macquarie University) Chair:					
Session 2A 10.15 – 10.30	Launch: ADAPE Australasia Website - Powered by Blackbaud Pacific Pty Ltd					
Break 1 10.30 – 11.00	<i>Morning Tea and Networking with Exhibitors (Plaza Foyer)</i>					
Session 3 11.00 – 12.00		Bring Back the Victorians! Building a Culture of Philanthropy (P1) Krista Slade (CASE Executive Director, Asia Pacific)	Why bother about Alumni Relations? (P3) Karen Spiller (Principal St Aidan’s School) Professor Vi McLean (Deputy Vice Chancellor – Teaching Quality QUT)	Changes in consumer behaviour in an Educational Setting. (P2) Tony Wilson (Director, Marketing and Communications, QUT)	New media technologies and building communities – theory & practice (P4) (Contemporary internal communication strategies and processes to grow and maintain your community’s engagement with your School / Uni) Tracy Whaite (St Peter’s College.	Leadership adapting to a global view of educational philanthropy, communications and engagement (M1)

					Managing your interview with prospective families - parents / students (P5) Di Lawrence (Ravenswood School)	
Session 4 12.00 – 1.00,		Strategic Fundraising & Planning – how do we build sustainability?(P1) John Lewis and Kathy Hanson (Marts & Lundy),	Engagement strategies – the real goal of Alumni Relations. (P3) Professor Teo, Choo Soo (National University of Singapore)	Compiling the Brand Image -Developing a Style Guide. (P2) Nancy Sommerfield (Director of Development, Downlands College, Toowoomba)	Strategies to develop strong and effective internal communication (P4) Sally Thibault (Saint Stephen’s College) Chair: Sales and Interview Techniques for Admissions/ Enrolment Professionals (P5) Ann Louise Jordan Director of Admissions, , and Julie Drew , Admissions Manager, of St Cuthbert’s College, Auckland NZ	Managing leadership change to enable a successful integrated approach.
Break 2 1.00 – 2.30	<i>Xponential ADAPE Awards Lunch (M3&4)</i>					
Session 5 2.30 – 3.30		Best-Practice fundraising requires best-practice Software as a core component to fundraising success. Steve Owen (Account Executive Education Solutions Blackbaud Pacific Pty. Ltd.)	Measure the success of your Alumni engagement (P3) Keith Brant (Vice President for Development at Saint Mary's College of California)	Branding mistakes and how to avoid them. (P2) Mick Thorp (Managing Director Billy Blue Creative)	“What parents (and students) want!” The criteria, expectations and behavior when selecting a School. (P4) Stephen Holmes (The Knowledge Partnership) A whole community approach to International Enrolments (P5) Marianna Lane (ISQ / QCEC International Education Export Officer)	Influencing and motivating - A compelling case for future change

Break 3 3.30 – 3.45	<i>Refreshment Break (Plaza Foyer)</i>					
<p><u>Brain Storming 1</u> (Session 6) 3.45 – 5.00</p>		<p><u>Brain Storming (7)</u> (M3&4) F1. All about Annual Giving (P1) Bob Burdinski (Robert Burdinski Annual Giving)</p> <p>F2. You're new to Major Gifts: what do you do next? Mack Jones (St Peter's College)</p> <p>F3. Case Statements Brian Holmes / Graige Gravestein (Xponential) TBC</p> <p>F4. The Ask John Godfrey (Artful Fundraising)</p> <p>F5. Attracting high net worth individuals to your organisation through PPF, Scholarship Funds & Tax deductibility. TBC</p> <p>F6. Effective Fund - raising - The 5 Key Ingredients - Identification, Cultivation, Asking, Following Up and Stewardship John da Cruz</p>	<p><u>Brain Storming (6)</u> (M3&4) A1. Characteristics of a successful alumni Office (P2) Professor Teo, Choo Soo (National University of Singapore)</p> <p>A2. Alumni functions for Universities - The formula for success! Keiran Hargreaves (QUT)</p> <p>A3. Alumni functions for Schools - The formula for success! Sue Russell (St Aidan's School)</p> <p>A4. Strategies to strengthen and grow relationships with Alumni Julie Mannion (QUT)</p> <p>A5. Alumni participation in student affairs. Judy Cole (Carnegie Mellon University)</p> <p>A6. Engaging with international Alumni. Krista Slade (CASE Asia Pacific)</p>	<p><u>Brain Storming (5)</u> (M3&4) C1. Market Research – what information do you need? (P3) Tracy Whaite (St Peter's College SA)</p> <p>C2. Prioritizing for success – how to make an impact with limited resources but unlimited opportunities Kathy Hanson (Marts & Lundy)</p> <p>C3. Your Brand matters! Fundamentals for branding Education - successes and failures Sharee Kinnaird / John Forbes ("tatu")</p> <p>C4. Events - some new ideas and sponsorship; - successful case studies Rob Tunchon (CEO Food Fund Foundation)</p> <p>C5. Creative strategies to differentiate your brand. Mick Thorp, Managing Director and Drew</p>	<p><u>Brain Storming (6)</u> (M3&4) E1. Newsletters - who is doing what - electronic vs hard copy, outsourcing vs in house? (P4) John Bacon (Somerset College QLD)</p> <p>E2. The role of EXPO's / Open Days, a time waster or a valuable exercise. John Collins (Nambour Christian College)</p> <p>E3. Follow-up techniques and relationship development with prospective admissions / enrolments Peter Carey (Fraser Coast Anglican College)</p> <p>E4. Owning your International Program Marianna Lane (ISQ / QCEC International)</p> <p>E5. The legal minefield of the enrolment process. TBC</p> <p>E6. Coping with the Car park mafia Sally Thibault (Saint Stephen's College)</p>	<p>Rationale - final discussions and Q&A interaction with delegates</p>

		(Cranbrook School) F7. Capital Campaigns in a not so perfect world. Max Hutton (Brisbane Grammar School)		Usher , Strategic Development Manager (Billy Blue Creative).		
Networking (Session 7) 5.00 – 6.00	<i>Marts & Lundy Drinks (Plaza Foyer)</i>					
Networking 6.00 – A/R	<i>Free Evening (Chapter Functions)</i>					

Day 2 <i>Thursday,</i> <i>11 Sept 2008</i>	Keynote (M3&4)	Philanthropy (P1)	Alumni Relations (P3)	Marketing and Communication (P2)	Community Engagement (P4)and Enrolments (P5)	
Session 8 INSPIRATION 9.00–09.30	<p>Summary presentation from the Leader's Forum Dorothy Illing</p> <p>KEYNOTE: The Power of the Integrated Advancement Approach Professor Warren Bebbington (Pro Vice Chancellor - Global Relations, University of Melbourne). Philanthropy, Alumni Relations, Community Engagement and Communications have all been integrated in Prof Warren Bebbington's portfolio at The University of Melbourne, with dramatic results. This is a case study of swift and successful change in a major Australian institution.</p>					
09.30 – 10.30						
Break 4 10.30 – 11.00	<i>Morning Tea and Networking with Exhibitors (Plaza Foyer)</i>					
Session 9 11.00 – 12.00		Defining the integrated approach to education advancement (P1) Jeremy Madin (Headmaster, Cranbrook School)	How to get the most from alumni chapters (P3) Panel Morag Hocknull (QUT Alumni Board) Craig Whitehead (Auckland University of Technology) TBC Chua, Beng Hwee (National University Singapore) Anne-Maria Butler , (Past-President of the Social Work & Applied Human Sciences Alumni Network at The University of Queensland)	Check your degree at the door – engaging all stakeholders. (P2) Sally Thibault (Saint Stephen's College)	Your role in developing successful Community Relations. (P4) Laraine Sharr (Principal College House Christchurch, NZ) and Naomi Wylde (Director of Development, College House, Christchurch NZ) Developing the Enrolment Management Plan and the role of the Admissions and Enrolment Office in meeting its goals and performance indicators. Karen Spiller (Principal, St Aidan's Anglican Girls School)	

<p>Session 10 12.00 – 1.00</p>		<p>Tomorrow's wars, yesterday's generals – how to build a vibrant Annual Fund in a structured, long-term, thoughtful approach when your senior management is locked into the periodic, smash-and-grab capital campaign. (P1) John Rux-Burton (Managing Director Rux Burton Associates)</p>	<p>How to grow a successful Alumni operation (P3) Professor Teo Choo Soo (National University of Singapore)</p>	<p>Establishing a brand – starting from scratch. (P2) Ross Switzer (Principal West Moreton Anglican College) Chair: John Bacon</p>	<p>Using Market Research to improve student experiences. (P4) Cassandra Erbs (St Aidan's Anglican Girls School) Chair: Cheryl Parkyn The Strategic Plan and the Admissions / Enrolments Office – integrating its role in organisational advancement (P5) Dr Deborah Seifert (Head of Uni College Melbourne)</p>	
<p>Break 5 1.00 – 2.00</p>	<p><i>Lunch (Plaza Foyer)</i></p>					
<p>Session 11 2.00 – 3.00</p>		<p>How to establish an effective Bequest programme – steps to achieve success (P1) Marilyn Rickard (Ravenswood School)</p>	<p>Alumni and Philanthropy – techniques for successful engagement (P3) Keith Brant (Vice President for Development at Saint Mary's College of California) & Bob Burdenski</p>	<p>Using new media to engage with your community and promote your organization. e.g. Web 2.0, 3D Virtual World, Facebook, Proximity Marketing, (P2) Julian Sallabank (Potentiality)</p>	<p>External Communication - Useful strategies for increasing enrolments (P4) John Collins (Nambour Christian College) Chair: Interpreting Body language(P5) Sally Thibault (Saint Stephen's College)</p>	
<p>Session 12 3.00 – 4.00</p>		<p>Improve your Annual Fund – Innovation in Annual Giving (P1) Bob Burdenski (Robert Burdenski Consulting Group)</p>	<p>Maximize your effectiveness by building and engaged alumni board(P3) Judy Cole (Carnegie Mellon University, Pittsburgh),</p>	<p>Communication and Media relations in a Crisis. (P2) Janne Rayner (Media Manager QUT)</p>	<p>Panel discussion - What do the media expect from us? (P4) John Kramer (West Minster School) Sharee Kinnaird ("tatu"), Others TBC Managing Stress (P5) TBC</p>	

<p>Brain Storming 2 (Session 13) 4.00 – 5.15</p>	<p>Brain Storming (7) (M3&4) F1. All about Annual Giving (P1) Bob Burdenski (Robert Burdenski Annual Giving)</p> <p>F2. You're new to Major Gifts: what do you do next? Mack Jones (St Peter's College)</p> <p>F3. Case Statements Brian Holmes / Graige Gravestain (Xponential) TBC</p> <p>F4. The Ask John Godfrey (Artful Fundraising)</p> <p>F5. Attracting high net worth individuals to your organisation through PPF, Scholarship Funds & Tax deductibility. TBC</p> <p>F6. Effective Fund - raising - The 5 Key Ingredients - Identification, Cultivation, Asking, Following Up and Stewardship John da Cruz (Cranbrook School)</p> <p>F7. Capital Campaigns in a not so perfect world.</p>	<p>Brain Storming (6) (M3&4) A1. Characteristics of a successful alumni Office (P2) Professor Teo, Choo Soo (National University of Singapore)</p> <p>A2. Alumni functions for Universities - The formula for success! Keiran Hargreaves (QUT)</p> <p>A3. Alumni functions for Schools - The formula for success! Tim Shearer (Scotch College)</p> <p>A4. Strategies to strengthen and grow relationships with Alumni Julie Mannion (QUT)</p> <p>A5. Alumni participation in student affairs. TBC Judy Cole (Carnegie Mellon University)</p> <p>A6. Engaging with international Alumni. Krista Slade (CASE Asia Pacific)</p>	<p>Brain Storming (5) (M3&4) C1. Market Research – what information do you need? (P3) Tracy Whaite (St Peter's College SA)</p> <p>C2. Prioritizing for success – how to make an impact with limited resources but unlimited opportunities Kathy Hanson (Marts & Lundy)</p> <p>C3. Your Brand matters! Fundamentals for branding Education - successes and failures Sharee Kinnaird / John Forbes ("tatu")</p> <p>C4. Events - some new ideas and sponsorship; - successful case studies Rob Tunchon (CEO Food Fund Foundation)</p> <p>C5. Creative strategies to differentiate your brand. Mick Thorp, Managing Director and Drew Usher, Strategic Development Manager (Billy Blue Creative).</p>	<p>Brain Storming (6) (M3&4) E1. Newsletters - who is doing what - electronic vs hard copy, outsourcing vs in house? (P4) John Bacon (Somerset College QLD)</p> <p>E2. The role of EXPO's / Open Days, a time waster or a valuable exercise. John Collins (Nambour Christian College)</p> <p>E3. Follow-up techniques and relationship development with prospective admissions / enrolments Peter Carey (Fraser Coast Anglican College)</p> <p>E4. Owning your International Program Marianna Lane (ISQ / QCEC International)</p> <p>E5. The legal minefield of the enrolment process. TBC</p> <p>E6. Coping with the Car park mafia Sally Thibault (Saint Stephen's College)</p>
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		Max Hutton (Brisbane Grammar School)				
Networking (Session 14) 6.45 – 7.15	<i>Pre Dinner Drinks Mezzanine Foyer (M3&4)</i>					
Break 7 7.30 – 11.55	<i>Rux-Burton Gala Dinner, ADAPE Fellows, CASE / ADAPE Award, Trevor Wigney Award (M3&4)</i>					

Day 3 Friday, 12 Sept 2008	Keynote	Philanthropy	Alumni Relations	Marketing and Communication	Community Engagement and Enrolments	
Session 15 9.00 – 9.45	Head Starters – Motivation is it the key to professional success? (P1&2) Phil Smith (Spun Yarns) with Peter Carey					
Break 8 9.45 – 10.15	<i>Morning Tea Networking with Exhibitors (Plaza Foyer)</i>					
Session 16 10.15 – 11.15		What’s happening in the “outside world?” Philanthropy Research & Giving Trends (P1) Julie Clements TBC (O’Keefe and Partners)	“Alumni are the most important stakeholders in an institution’s future” – what does your institution do to recognize yours? (P3) Julie Mannion (Alumni Relations Manager QUT)	New media technologies that enhance your brand (P2) Sharee Kinnaird / John Forbes “tatu” TBC	International Student Recruitment programs – worth the effort and resources? (Panel) (P4) Vincent Ramos (Trinity College University of Melbourne) plus others Providing opportunities for and working with Indigenous Students (P5) Waverley Stanley (Yalari Foundation)	
Session 17 11.15 – 12.15		Leadership, Fellowship and Partnership - three pieces of unfinished business in philanthropy for education (P1) Clare Pullar (Melbourne Business School)	Alumni and Fundraising – the value of reunions (P3) Tim Shearer (Scotch College Melbourne)	How do we really differentiate ourselves? – Marketing strategies in Education. (P2) Kathy Hanson (Marts & Lundy)	Open Day vs Tours – Ideas for Success (P4) John Bacon External Communication - Useful strategies for increasing enrolments (P5) John Collins	
Break 9 12.15 – 12.30	<i>Business Card Draw and Final Networking with Exhibitors (Plaza Foyer)</i>					

Session 18 12.30 – 1.15 MOTIVATION	Panel Session Managing change – New thinking for Education Advancement in the 21st century (P1&2) Facilitator: Dr Linda Griffith (Member ADAPE QLD, Linda Griffith Consulting, Trevor Wigney Awardee 1998) Panel: To be confirmed (Prof Warren Bebbington, Lorraine Sharr, Clare Pullar, Steve Davis, Krista Slade, Judy Cole, Keith Brant, Deborah Seifert).
Session 19 1.15 – 1.30	Conference Summary (P1&2) ADAPE Australasia President Dr Alan Watkinson 2010 Intro to the Adelaide Conference ADAPE SA /NT Chapter Close Dr Alan Watkinson Chair: Peter Carey
Break 10 1.30 – 2.00	<i>Light (Box) Lunch (Plaza Foyer)</i>
Session 20 Visits 1.45 – 4.45	Personalised visits to Schools and Universities by prior arrangement on registration St Aidan’s Anglican School for Girls, Moreton Bay College (Girls) Nudgee College (Boys), QUT Others TBC

LEADER’S FORUM FOLLOWS, AS SHOWN BELOW

2008 ADAPE INTERNATIONAL CONFERENCE

LEADERS FORUM

WEDNESDAY 10 SEPTEMBER

This exciting Leaders Forum is a new initiative of the Conference organisers.

Vice Chancellors, Principals, Heads, Board Members and Business Managers, leaders and senior practitioners are encouraged to attend.

Speakers will draw from their experience and provide their vision for the future of the philanthropic, alumni and community engagement sector.

This forum will also deliver critical information designed to increase skills, inspire, motivate and encourage leaders to adapt and influence decisions.

The day will provide important and varied networks to share experiences.

**Wednesday
8.00am – 9.00am**

Registration

9.00am – 10.30am

Join Conference Opening Plenary Session Speaker

Prof Steven Schwartz VC Macquarie University

10.30am – 11.00
am

Morning Tea (Networking)

**Leaders Forum
Commences
11.00am –
12.00pm**

Facilitator will guide three panels of leaders to speak on the following topics and encourage interaction from delegates.

Facilitator Dorothy Illing - Three Plus / Leading Education Brand & Reputation Management Consultant

Adapetation

Leadership adapting to a global view of educational philanthropy

Leadership adapting to a global view of educational philanthropy, communications and alumni engagement in their institution.

Prof Sandra Harding Vice Chancellor & President James Cook University

Emeritus Colin Power AM Board Member Eidos Institute & Former Deputy Director-General of UNESCO

How are Schools and Universities going to adapt current processes and resources to allow for major developments in attitudinal change?

Prof Neil Dempster Professor in Education Griffith University
Ms Elizabeth Jameson Board Matters. Specialist Governance Consultancy

10-15 Min break.

12.10pm – 1.00pm

Inspiration

Managing leadership change to enable a successful integrated approach

Inspiring and influencing organisational change to establish and manage a successful integrated approach to the advancement of educational philanthropy and community engagement.

How to inspire the board and management of educational institutions to embrace the advancement function with open arms and incorporate it into the normal day to day operations of their institution.

Dr Cherrell Hirst Former Chancellor & Former School Board Chair / Current Board member HEEF

Mr John Reid AO HonF(Syd) Philanthropist & Board Member

Mr Christopher Thorn Principal Philanthropic Services Goldman Sash JB Were

1.00pm – 2.30pm **Xponential Awards Lunch**

2.30pm – 3.30pm

Motivation

Influencing and motivating- A compelling case for future change

Effectively positioning and motivating educational philanthropy or community engagement programs in your organisation.

What will motivate the leader or senior practitioner to achieve successful outcomes?

Mr Jeremy Madin Headmaster Cranbrook School NSW and Former Headmaster Christ Church Grammar School Perth WA

Dr Deborah Seifert Former Head of a Girls' School & University College Melbourne

Ms Janine Walker Director HR Griffith University Adjunct Professor University's Business School & Chair of All Hallows Girls' School Brisbane

3.30pm

Break / Afternoon Tea

3.45pm – 5.00pm

Rationale

Round up session, final discussions and Q&A interaction with delegates.

Consider how we can influence State or National Government's involvement in the future of educational philanthropy.

All panel/speakers involved

5.00pm – 6.00pm

Marts & Lundy Sponsors Drinks

Thursday

Plenary Session

9.00am - 9.35am

Dorothy Illing Facilitator will present outcomes from Leaders Forum