



The IDPE 2018 Annual Conference

11 & 12 June 2018

Hilton Birmingham Metropole B40 1PP

Join us at the leading schools' development conference in Europe



Conference programme

- Conference Streams:**
- AR - alumni relations (sponsored by Graduway)**
 - EXT - external relations**
 - FDR - fundraising techniques (sponsored by More Partnership)**
 - HBG - Heads Bursars Governors (sponsored by Graham-Pelton Consulting)**

Sunday 10 June 2018

- 18:45 - 19:30 Drinks reception
- 19:30 - 22:00 Informal dinner

Monday 11 June 2018

08:30 - 09:30	Registration
08:30 - 09:30	Coffee with sponsors and exhibitors
09:35 - 10:30	Opening and keynote address
Plenary	The story of the Eden Project <i>Sir Tim Smit KBE, Chairman, Eden International; Co-Founder and Executive Vice Chair, Eden Project</i>
10:30 - 11:05	Coffee with sponsors and exhibitors
11:10 - 12:10	Session 1
AR	Taking established alumni relations offices into the 21st century
AR / FDR	Setting up a development office from scratch - when will you be ready to start fundraising? <i>Rachel Hadley-Leonard, Director of Development, Princethorpe Foundation</i>
AR / FDR	Combining fundraising and volunteering - the importance of focusing on impact <i>Simon Lerwill, Director of Development and Alumni Relations, University of Birmingham</i>
EXT	Achieving one story, one brand, across your school stakeholders <i>Richard Gillingwater, Managing Director, Emotional Branding</i>
HBG	Board engagement - governors, who are they what do they do and how can they work with development to achieve success?
12:15 - 13:15	Lunch with sponsors and exhibitors
12:30 - 13:15	Lunchtime clinics - TBC
13:20 - 14:05	Session 2
Plenary	<i>Stephen George, Fundraising and Leadership Coach and Consultant</i>
14:15 - 15:15	Session 3
EXT	Internal relations - how do you get colleagues to listen to your story and engage with development
FDR	Regular giving - delivered by Rux Burton Associates
FDR	Making all the right moves? How to develop your prospect pipeline and an approach to moves management which delivers the right results for your institution and your donors
FDR	Legacy giving
HBG	Where does development fit in your strategy - creating a vision for your school that everyone buys in to
15:15 - 16:10	Afternoon tea
16:15 - 17:15	Meet the exhibitors and networking session
16:15 - 17:15	Session 4
AR / FDR	Telling your story on a budget - finding compelling ways to engage your alumni and parents
AR / FDR	CRM innovation - delivered by ToucanTech
EXT	Schools in crisis - how to manage donors when bad news breaks <i>Gavin Maggs, Director of Development and Alumni Relations, University of Bath</i>
FDR	Making the ask - how to ensure your major donors say yes!
HBG	What does 'good' look like? - how can the bursar work with the development office to measure what they do?
17:25 - 17:45	AGM
17:45 - 19:15	Free time
19:15 - 19:55	Conference drinks reception
20:00 - 23:00	Conference dinner and 2018 Development Awards ceremony

Tuesday 12 June 2017

08:30 - 09:30	Registration
08:30 - 09:30	Coffee with sponsors and exhibitors
09:35 - 10:35	Session 1
Plenary	The value of alumni relations <i>Chris Marshall, President, Graduway North America</i>
10:45 - 11:45	Session 2
ALL	Regulation and legislation - the way forward
AR	Building a meaningful business network in your school community
EXT	How to tell your school's story
FDR	Good asking - the role of research in efficient, effective and enjoyable fundraising <i>Dr Beth Breeze, Director, Centre for Philanthropy, University of Kent</i>
FDR	Capital campaigns - how do you tell a good story about a building?
11:45 - 12:30	Coffee break
12:35 - 13.35	Session 3
AR	Mind the gap - how to engage with different generations of alumni and parents <i>Phillip Rothwell, Development Director, Warwick Independent Schools Foundation</i>
EXT	How to tell your school's story
EXT	Managing an external relations department - how do you give enough time to development? <i>Karen Hartshorn, Director of Development, Pangbourne College</i>
FDR	Bursaries <i>Kerry Wilson, Director of Development, Rugby School</i>
FDR	Making the most of the middle - how do you engage mid-level donors to maximise on their potential? <i>Charlotte White, Director, Vivid Leadership</i>
13:40 - 14:30	Lunch and close

