The IDPE 2018 Annual Conference

11 & 12 June 2018

Hilton Birmingham Metropole B40 1PP

Join us at the leading schools' development conference in Europe

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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** *Sir Tim Smit KBE, Chairman, Eden International; Co-Founder and Executive Vice Chair, Eden Project*
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?** *Rachel Hadley-Leonard, Director of Development, Princethorpe Foundatio; Julia Hodgkins,*
AR / FDR	**Combining fundraising and volunteering - the importance of focusing on impact** *Simon Lerwill, Director of Development and Alumni Relations , University of Birmingham*
EXT	**Emotions - the real drivers to fundraising success** *Richard Gillingwater, Managing Director, Emotional Branding*
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	*Stephen George, Fundraising and Leadership Coach and Consultant*
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	**Prologue or Epilogue? Stories, Societies and Securing a Legacy Pledge** *Alix Morley, Deputy Development Director, Rugby School; Clare Routley, Consultant, Legacy Fundraising; Richard Witt, Director, Sedbergh School Foundation*
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** **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** *Gavin Maggs, Director of Development and Alumni Relations, University of Bath*
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 - 19:45	**Conference drinks reception**
19:45 - 22.30	**Conference dinner and 2018 Development Awards ceremony**

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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	**Beyond the Pounds - Is ROE the new ROI?** *Chris Marshall, President, Graduway North America*
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** *Dr Beth Breeze, Director, Centre for Philanthropy, University of Kent*
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** *Phillip Rothwell, Development Director, Warwick Independent Schools Foundation*
EXT	**How to tell your school's story**
EXT	**Managing an external relations department - how do you give enough time to development?** *Karen Hartshorn, Director of Development, Pangbourne College*
FDR	**The art of flying: a story of raising aspiration and realising ambition** *Simon Jones, Director of Development, The Manchester Grammar School; Eleanor Marsden, Director of Development, Farleigh School; Kerry Wilson, Director of Development, Rugby School*
FDR	**Making the most of the middle - how do you engage mid-level donors to maximise on their potential?** *Charlotte White, Director, Vivid Leadership*
13:40 - 14:30	**Lunch and close**

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