

Conference streams

ADV Advanced	FDR Fundraising techniques
ALL Appropriate for everyone	GRL Girls' schools (Tuesday)
ALU Alumni relations	HBG Heads, bursars and governors (Monday)
CPD Continuing professional development	NEW New to development (fewer than 2 years)
EXT External relations	

Conference programme

Sunday 11 June 2017

18:45 – 19:30	Drinks reception	
19:30 – 22:00	Informal dinner	Sponsored by Rux Burton Associates

Monday 12 June 2017

08:30 – 09:30	Registration Meet-up for first-time delegates Coffee with sponsors and exhibitors	
09:35 – 10:30	Opening address Keynote address John Timpson will explore how his unconventional management style, Upside Down Management, can be applied to schools and the importance of picking the right personalities in the workplace and looking after them. In a world of changing fundraising regulation, John will share his experience of the need for common sense and keeping things simple! <i>John Timpson, Chairman, Timpson</i>	Sponsored by ToucanTech
10:30 – 11:05	Meet-up for first-time delegates Coffee with sponsors and exhibitors	
11:10 – 11:55	Session 1	Conference sessions sponsored by More Partnership

ADV	How do you overcome donor fatigue? Following a successful £9.6 million major gifts capital campaign, how do you continue to build momentum to raise income to support transformational bursaries from the alumni and parent community through direct mail and social media. <i>Mark Coote, Chief Executive Officer, Wells Cathedral School Foundation</i>
ALU	Making a big impact when short of time and new to development Brian Davies has spent much of his career on a sports pitch but has recently embraced a new part-time development role for Bishop Vesey's Grammar School, a leading state secondary in Birmingham. Learn how Brian has enticed corporate sponsorship from the likes of PwC and Rolls Royce and built an alumni community with 300 sign-ups in its 1st month! <i>Brian Davies, Development Director and Deputy Director of Sport, Bishop Vesey's Grammar School</i>
CPD	Measuring impact: making the unquantifiable count How to express 'what we do all day' in reporting to wider stakeholders, when not everything is about income or 'the bottom line'. <i>Isabella Bennett, Head of Development and Marketing, The Beacon, Amersham</i>
EXT	Eighteen months later: how is external relations working? Marrying development, alumni relations, admissions and marketing under a single 'external relations' banner is increasing in popularity. This session examines the advantages and disadvantages of this structure using the example of Pangbourne College's operation (established January 2016), and encourages delegates to consider the opportunities, challenges and risks for their own school. <i>Karen Hartshorn, Director of Development, Pangbourne College</i>
HBG	
FDR	Just add a little divine inspiration! How to reawaken a dormant alumni base and identify major gift prospects through a discrete mail campaign. <i>Pippa Carte, Development Director/Fundraising Consultant, St Catherine's School, Bramley/Pippa Carte Consulting</i>

NEW	Changing lives: yours and other peoples Are you new to schools development? This session will share knowledge and experience from some of the sector's top performers on how to thrive in your new environment and really make a difference. <i>Georgie Grant Haworth, Development Director, Royal Grammar School, Guildford</i>
12:05 – 12:50 Session 2	
ADV	The role of boards and outstanding fundraising The Hartsook Centre for Sustainable Philanthropy completed a study on how fundraisers can work with their board and senior management team to create a mature fundraising system in order to facilitate sustainable fundraising growth. We will discuss the learning from this study, and provide practical action points to improve relations with your senior management. <i>Jen Shang, Research Director at Hartsook Centre and Philanthropic Psychologist</i>
HBG	
ALL	Details to be confirmed
FDR	A culture of philanthropy in schools: how the Americans do it and what can we learn? Following their participation in the IDPE and Graham-Pelton US Study Tour in April, Jo and Julian will share their experience of schools' fundraising in the US. Having spent time in seven independent schools in the US, from those just starting out on their fundraising journey to those with established development offices, find out what lessons we can all learn from our Transatlantic "neighbours". <i>Jo Johnson-Munday, Foundation Director; Julian Johnson-Munday, Headmaster, Culford School</i>
NEW	Growing pains, bumps in the road and not expecting miracles: the early days of establishing a development office Speaking from his own experience of being the first Development Director at his school, Kevin will highlight some of the issues that can be expected during the early days of setting up a development office. He will also set out some solutions to the difficulties that may present themselves. <i>Kevin Webb, Development Director, Bishop's Stortford College</i>
12:05 – 13:05	
ALU	Interactive session Creating compelling content and experiences for international alumni engagement When your alumni are scattered around the world across a range of countries, cultures and stages of life, how do you even begin to develop an alumni engagement programme that really holds their attention? This session will explore empathy mapping and content development techniques to plan engaging international alumni experiences. <i>Tracy Playle, CEO, Pickle Jar Communications</i>
CPD	Details to be confirmed
12:50 – 13:55 Lunch with sponsors and exhibitors	
14:00 – 14:45 Session 3	
ALL	Update from the Information Commissioner's Office and the Fundraising Regulator <i>Victoria Cetinkaya, Senior Policy Officer, Information Commissioner's Office; Gerald Oppenheim, Head of Policy and Communications, Fundraising Regulator</i>
14:50 – 15:35 Meet the exhibitors/networking session Afternoon tea with sponsors and exhibitors	
15:40 – 16:25 Session 4	
ADV	Building Resilience Having the ability to deal effectively with pressures, challenges and stress is essential for leaders in development. This workshop will provide an insight into how leaders can develop tools and strategies that build resilience. Participants will complete a short on-line psychometric profiling tool which will be used on the day to help individual action planning. Advance booking is required for this workshop. <i>Adrian Eagleson, Director, TOWARD LTD</i>
CPD	
ALL	Update from the Institute of Fundraising <i>Daniel Fluskey, Head of Policy and Research, Institute of Fundraising</i>
EXT	Location, location, location Hear about a team approach to fundraising, alumni relations, admissions, communications and marketing, operating from a single external relations office serving Bedales Senior, Prep and Pre-prep schools. <i>Rob Reynolds, Director of External Relations; Veryan Vere Hodge, Head of Development, Bedales Schools</i>
FDR	Running the private and public phases of an £8.5 million capital fundraising campaign This session will outline the experience of St Albans School from an initial feasibility study, through to the creation of a campaign board and the private phase of a capital fundraising campaign, to the most recent public phase. <i>Jonathan Gillespie, Headmaster and Kate Gray, Development Director, St Albans School</i>
HBG	Details to be confirmed
NEW	Just starting out New in the job and a young development office? Where to begin and how to meet immediate expectations but also build a longer term culture of asking and giving? <i>Ian McLean, Managing Director, Ian McLean, School Development Management</i>
16:35 – 17:20 Session 5	
ADV	Marriage at Cana for five pizzas and two crème eggs The internship and ambassador programmes of The Office of Development at The High School of Dundee. <i>Mr. Oliver A. Jackson-Hutt, Director of Development, The High School of Dundee</i>
ALL	Benchmarking survey results for senior leaders in schools What can senior leaders of schools learn from the IDPE Benchmarking Survey? How can heads, governors and bursars best support development activities for maximum impact? What are the patterns and trends in development, and what does this mean for the future of schools' development? Christian Propper presents the results of the IDPE and Graham-Pelton Consulting's schools' alumni and fundraising benchmarking survey. <i>Christian Propper, Director of Business Intelligence, Graham-Pelton Consulting</i>
ALL	Details to be confirmed
FDR	The bursary roller coaster you can't get off Long-term fundraising is like a rollercoaster. How big and how fast a ride do you choose? How do you maintain momentum through the peaks and the troughs? Do your alumni scream if you want to go faster? A case study of 20 years of bursary fundraising at MGS. <i>Simon Jones, Director of Development, The Manchester Grammar School</i>
HBG	Use your Head Vision, project conception, leadership, delegation... ultimately it is the Head who is best placed to unlock the true potential of development. This session explores critically important elements a head teacher should bring to a successful development operation. <i>James Underhill, Director, Underhill Associates</i>
NEW	'It's not about the price tag' Running a first tele campaign with a functioning development office of only three years. Things I wish I had known! For all those who are considering a tele campaign, an honest account of the benefits and drawbacks of running such a campaign. Hear about the data collected and how this informs current alumni relations, parent involvement and future fundraising. <i>Vanessa Yilmaz, Director of Development and Communications, Howell's School</i>

17:25 – 17:40	IDPE 2017 Annual General Meeting	
17:20 – 19:00	Free time	
19:00 – 19:55	Conference drinks reception	Sponsored by Buffalo Fundraising Consultants
20:00 – 22:00	Conference dinner	Sponsored by Rux Burton Associates
22:00 – 23:00	IDPE Development Awards ceremony	

Tuesday 13 June 2017

08:30 – 09:30	Registration Coffee with sponsors and exhibitors
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09:35 – 10:20	Session 1
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ALU	Roundtable: Getting the most from your US alumni The session will focus on fundraising in the United States including information on British Schools and Universities Foundation, a 501 (C) 3 charitable foundation that allows people living in the United States to make charitable contributions to schools in the UK and receive the generous tax benefits afforded by the US Internal Revenue Service. BSUF provides its services gratis. <i>Roger Martin, Director, British Schools and Universities Foundation and Nick Priestnall, Director of Development, Mill Hill School Foundation</i>
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ALU	From 500 to 5000: building alumni engagement on a budget This session is aimed at recently established development offices (years 1 to 3) and offices with limited staffing and resources. It will look at a range of realistic strategies for finding and engaging alumni such as friend-raising events, communication methods, and career programmes and how to build this into an annual strategic plan. <i>John Davidson, Director of Alumni Relations, Exeter School</i>
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EXT	Roundtable: Details to be confirmed
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EXT	Building your brand: The 3R's - Reputation, Recruitment and Relationships Reviewing the importance of building, protecting and promoting your brand as the foundation for the overall development of your school. Building your brand belief internally, promoting and protecting your reputation externally, driving your recruitment based on your core brand credentials and fostering positive relationships with all your key stakeholders. <i>Cathy Law, Development Director, Campbell College Belfast</i>
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FDR	Roundtable: Getting through the door Key prospects often don't have good memories of School, or any interest in engaging with their alma mater. It's likely they are being pursued by other charities and organisations looking for their support. This roundtable will explore some of the strategies we can employ to differentiate our cause and engage them. <i>Peter Anderson, Director of Development and Alumni Relations, The Royal Belfast Academical Institution</i>
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FDR	The Roger Lupton Scholarship Scheme - Fundraising to provide 100% bursaries. Learn how Sedburgh School has used telephone campaigns, annual appeals, house appeals, major gifts, on-line, events and legacy pledges to raise £750,000 for their 100% scholarship programme. <i>Richard Witt, Development Director, Sedburgh School</i>
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FDR	Engaging with parents in the state sector Parents of pupils in the state sector do not expect to pay for their children's education. The presentation will outline what has been achieved at St Olave's through parent-to-parent communication – an annual income stream of more than £250,000. <i>Alan Wooley, School Business Manager and Bursar, St Olave's Grammar School</i>
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10:30 – 11:15	Session 2
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ADV	Forum for advanced development professionals: details to be confirmed
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ALL	Details to be confirmed
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ALL	The paradox between a capital campaign and a long-term development strategy This session focuses on the lessons learnt whilst being involved in a major campaign for a new arts centre, and the challenge of thinking and planning for the long-term against delivering short-term fundraising targets. <i>Fiona Clapp, Deputy Head (External Affairs), Sherborne Girls</i>
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ALU	Running effective alumni events – some practical suggestions and ideas A panel of three presenters from different school backgrounds will provide a short overview of the alumni events they have run and reflect on how successful they have been. They will share their experience of the practicalities of running alumni events including costs, venues and the level of school support. Workshop participants will be encouraged to share their own ideas and experience. <i>Heather Bush, Development Director, Ipswich School; Peter Jakobek, Assistant Head (Old Bristolians and Events), Bristol Grammar School; Eleanor Marsden, Director of Development, Farleigh School</i>
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FDR	Feasibility studies - what are they and why bother? This session will look at what feasibility studies involve, when to do them, what schools can gain from them and how best to prepare for and respond to them. <i>Davina Fairweather, Director; Martin Horrox, Director, graycell consulting limited</i>
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GRL	Harnessing the power of an alumnae network The GDST Alumnae Network is a unique network of over 70,000 women connected and committed to helping each other. As well as creating an emotional bond with our schools, the network aims to develop confident women for the future through career and professional development. We will share a number of initiatives that the network delivers, how this adds value to our alumnae, to our schools' educational offer and creates a varied programme beyond reunions. <i>Janice Larden-Price, Development Manager; Emma Thomson, Development and Alumnae Relations Coordinator, GDST</i>
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11:15 – 12:00	Coffee with sponsors and exhibitors
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12:05 – 12:50	Session 3
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ADV	Details to be confirmed
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CPD	Details to be confirmed
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EXT	Is a picture worth a thousand words? Do we all blindly spend on traditional advertising? To what end? Are there viable alternatives to getting your brand awareness topping the charts? Is there a revolution afoot? Pop into this session to hear more. <i>Craig Andrew, Head of External Relations; Kayleigh Norman, Senior Manager - Development and Marketing, The Abbey School, Reading</i>
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FDR	Details to be confirmed
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FDR	Prospect research in the finance sector: navigating the value Learn the difference between hedge-funds, private equity partners, fund managers and tech sector venture capitalists, and discover how to find high net worth prospects in the finance sector. <i>Tony Duggan, Development Research Manager, University of Cambridge</i>
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FDR	Using grant funding to increase opportunities for pupils This session will signpost the wide spectrum of grant making bodies that can be approached to fund school development within both the state and independent sectors. <i>Neil Mackintosh, Partnership Development Manager, Tile Cross Academy</i>
13:00 – 13:45 Session 4	
ALL	Benchmarking survey results for development professionals in schools What can development professionals learn from the IDPE Benchmarking Survey? How should you be investing your budget and time for maximum impact? Christian Propper presents the results of the IDPE and Graham-Pelton Consulting's schools' alumni and fundraising benchmarking survey, identifying patterns and trends to help you confidently plan a path ahead for your fundraising. <i>Christian Propper, Director of Business Intelligence, Graham-Pelton Consulting</i>
ALL	Turning the tide: reinvigorating a development function How can a new director engage with stakeholder groups who have lost faith in the development office or are entirely unaware of its function and what it does? How do they establish a new 'order' and lay the groundwork for a major capital campaign and a change in culture? <i>Sophie von Maltzahn, Director of Development and Alumni Relations, University College School</i>
ALL	Data Protection - an update from Veale Wasbrough Vizards
ALU	Building alumni relations #theowensway How to set up a win-win programme from scratch, building 4,000 contacts on a dedicated website. Includes solutions to financial, technical and staffing issues, recruitment, explains events that work, focussing on long-term planning. Bring a notebook – you'll need one. <i>Mandy English, Alumni Relations Manager, Dame Alice Owen's School</i>
FDR	With grateful thanks: delving deeper into successful stewardship Learn how to create an innovative programme that embeds stewardship in your organisation and helps develop deeper relationships with your donors. <i>Eleanor Marsden, Director of Development, Farleigh School</i>
GRL	Using a school birthday to reach out to alumnae Come and find out ways to make the most of a school birthday to reach out to your alumnae whatever your budget or resources. Are you looking for new ways to engage with your alumnae? Do you look at other schools and think we would never have the resource/budget for something on that scale? Come and find out more about how Wimbledon High School used their 135th birthday celebrations as a low cost way of engaging with their alumnae. <i>Joanne Joyce, Director of Development and Alumnae Relations, Wimbledon High School</i>
13:45 – 14:30 Lunch and Close	

Please note that the programme will be subject to change between now and the conference. It will be updated regularly as sessions are confirmed.

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