

Conference streams

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

Conference programme

Sunday 12 June 2016

18:15 – 18:45	Meet-up for first-time delegates	Sponsored by Briconomics
18:45 – 19:30	Drinks reception	
19:30 – 22:00	Barbecue	Sponsored by Rux Burton Associates

Monday 13 June 2016

08:30 – 09:30	Registration Meet-up for first-time delegates Coffee with sponsors and exhibitors	Sponsored by Briconomics
09:35 – 10:30	Opening address Keynote address <i>Elizabeth Cairncross, Head, Wells Cathedral School</i>	Sponsored by Graham-Pelton Consulting
10:30 – 11:05	Coffee with sponsors and exhibitors Meet-up for first-time delegates	Sponsored by Briconomics
11:10 – 11:55	Session 1	Conference sessions sponsored by Buffalo Fundraising Consultants

ADV	Details to be confirmed	
ALU	Creative ways of forming a 'community': beyond alumni relations to engaged supporters	'People give to people!' The relationship you form with all the members of your community is crucial to the success of your development department. Jim will talk about how he is providing a platform that engages with all constituents, ages, interests and needs, to build long and trusting relationships with the potential to deliver great rewards in return <i>Jim Lewis, Alumni and Development Manager, St Columba's College</i>
NEW		
CPD	Top tips on presentations and public speaking – a workshop to improve your skills	If you're in the frontline of development there's no hiding from your audiences. Your performance in front of key stakeholders will be paramount; how to invoke engagement, trust and results <i>Mark Coote, CEO, Wells Cathedral School Foundation</i>
FDR	Capital campaigns: details to be confirmed	
FDR	Philosophy, philanthropy and 'bees' – an idea to get you buzzing!	A donor recognition idea, based on core values and supported by a regular income stream. The obstacles and the opportunities – learn from our successes and mistakes! <i>Jane Peake, Development Director, Bootham School</i>
HBG	From the moribund to the living: key lessons from a regular school	<i>Mike Buchanan, Head, Ashford School and Chairman-Elect, HMC</i>
	12:05 – 12:50	Session 2
ADV	The myths of major gift fundraising	Building on years of experience and research into philanthropy, this session is an essential for experienced and senior major gift professionals. Challenging the status quo with evidence and anecdotes of major gift philanthropy. This will help you make the case for investment in major gift fundraising, help you refocus struggling teams, and provide you with practical tools to increase your ROI <i>Susie Hills, Managing Director, Graham-Pelton Consulting</i>
ALL	An overview of the challenges facing the independent sector	<i>Barnaby Lenon, Chairman, Independent Schools Council (ISC)</i>
FDR	Capital campaigns: campaigns – the theory, the best practice and the reality	There is so much theoretical information available on how to run a school capital campaign. This session will focus on the practical reality of raising £1 million for a new Warwick School Hall, the highs and lows of running our campaign and the lessons learned to ensure we can do it all again in future <i>Phillip Rothwell, Development Director, Warwick School</i>
FDR	Overview of current tax and financial legislation	

HBG	Impact measurement: the metrics of measuring success (beyond the financial)	
HBG	The crucial triumvirate: executive, operations, governance. Lessons learned from year one In September 2015, The Abbey School's new Head introduced a new management structure, created a new position of External Relations and, with a few governors, began the process of culture change. How have we done?	
NEW	What can we all learn? <i>Craig Andrew, External Relations Director; Julie Cornell, Governor; Rachel Dent, Head, The Abbey School Reading</i>	
12:50 – 13:55 Lunch with sponsors and exhibitors		
14:00 – 14:45 Session 3		
ALL	The future of fundraising regulation In July last year Sir Stuart Etherington was asked by the Ministry for Civil Society to lead a review of the way fundraising is regulated. This followed a spate of damaging stories about charities. There will be an opportunity for delegates to ask questions at the end. <i>Sir Stuart Etherington, Chief Executive, National Council for Voluntary Organisations (NCVO)</i>	
14:50 – 15:35 Meet the exhibitors/networking session Afternoon tea with sponsors and exhibitors		
15:40 – 16:25 Session 4		
ADV	Beyond bursaries to independent-state school partnerships: where does development fit in the landscape?	
HBG	<i>Patrick Derham, Head Master, Westminster School</i>	
ALU	Developing your alumni office in years 3 to 5 – priorities, opportunities and constraints This session will focus on how an alumni office can move forward after its initial set-up, and look at strategic planning, addressing priorities, and dealing with possible constraints <i>John Davidson, Director of Alumni Relations, Exeter School</i>	
EXT	Admissions: the missing link in development Sowing the seeds for fundraising starts at first contact. This session will explore ways to maximise the forgotten opportunities presented by your admissions team <i>Katherine Walker, Director of Marketing and Admissions, Queen Margaret's School, York</i>	
FDR	Legacies: reminiscence and reciprocity: leaving a legacy to your school This session will look at the potential motives for leaving a legacy to one's school, and discuss the potential implications for schools' legacy fundraising <i>Dr Claire Routley, Consultant, Legacy Fundraising</i>	
FDR	Capital campaigns: back to the future: using donor recognition to engage and motivate future donors This session will focus on how to use the recognition and stewardship of existing donors to launch new initiatives, engage prospects and motivate additional gifts <i>Sophie Whitworth, Development Director, King's School Worcester</i>	
16:35 – 17:20 Session 5		
ALU	Rugby's Interactive Book <i>Joel Burden, Publishing Consultant, Third Millennium Publishing</i>	
CPD	Through the barricades: tips for creating harmonious working relationships and avoid being 'Les Miserables' <i>Murray Lindo, Head of Foundation, Wellington College</i>	
FDR	Legacies: fulfilling final wishes – ten things you need to know about legacy fundraising <i>Chris Millward, CEO, Institute of Legacy Management</i>	
FDR	Three innovative ways to run a giving day and reach a record participation rate <i>Raimonds Kulbergs, CEO, Funderful</i>	
17:25 – 17:40 IDPE 2016 Annual General Meeting		
17:20 – 19:15 Free time		
19:15 – 19:55 Conference drinks reception		<i>Sponsored by Third Millennium Publishing</i>
20:00 – 23:00 Conference dinner		<i>Sponsored by Rux Burton Associates</i>

Tuesday 14 June 2016

08:30 – 09:30 Registration Coffee with sponsors and exhibitors		
09:35 – 10:20 Session 1		<i>Conference sessions sponsored by Buffalo Fundraising Consultants</i>
ADV	Forum for senior development professionals <i>Patrick Mulvihill, Development Director, Uppingham School</i>	
FDR	Roundtable: Supporter engagement: a path to legacies <i>Dr Chris Graff, Director, Briconomics</i>	
NEW	Roundtable: Online content that gets results Case studies of emails, newsletters, stories and other online content that has had a successful impact and an exploration of why, plus some benchmark metrics to help you measure your success! <i>Sian Morley-Smith, Founder, Pelicanconnect</i>	
??	Roundtable: Benchmarking clinic with Graham-Pelton Consulting	
FDR	Roundtable: The naming game – ideas that work Discover how bricks, chairs, angels and much more can be sponsored by donors to raise money for your fundraising projects <i>Susannah Coates, Director of Development, Forest School</i>	
NEW		
FDR	Major gifts: details to be confirmed	
STA	Roundtable: Writing a case for support for state schools <i>Isabella Bennett, Director of Development, Royal Grammar School, High Wycombe</i>	
10:30 – 11:15 Session 2		
ADV	Annual funds – details to be confirmed	
ALL	What priority should fundraising take for the leadership of schools? School leaders have many priorities including operating the institution. Should fundraising displace some of those and if so, which? <i>Professor Sir Eric Thomas, Senior Counsel, Graham-Pelton Consulting and former Vice-Chancellor, University of Bristol</i>	
ALU	Social media: details to be confirmed <i>Simon Noakes, Managing Director, Interactive Schools</i>	
CPD	Educational fundraising: the joys and challenges of going back to school! This session is aimed at both development professionals who have moved into schools' fundraising from the public, private and third sectors and those working in a newly created development office. We will explore culture shock, culture change and how to lead this from the back <i>Georgie Grant Haworth, Development Director, Royal Grammar School, Guildford</i>	

FDR	From index cards to prospect list – sorting out your alumni data and using it Join Andrew Beales on his journey with the Wakefield Grammar School Foundation as he works with the data he has had to rebuild two alumni communities from a few hundred names to over 10,000 alumni using historical records and modern tracing techniques <i>Andrew Beales, Development Director, Wakefield Grammar School Foundation</i>
NEW	
GRL	Forum for girls' schools: ideas for engaging your alumnae <i>Julia Hodgkins, Development Director, Godolphin and Latymer School</i>
STA	Practical advice on setting up a new state school development office <i>Cat Gransden, Director of Development, The Blue Coat School, Liverpool</i>
11:15 – 12:00	Coffee with sponsors and exhibitors
12:05 – 12:50	Session 3
ADV	What makes a fundraising board effective <i>Professor Adrian Sargeant, Professor of Fundraising and Director, Centre for Sustainable Philanthropy, Plymouth Business School, Plymouth University</i>
ALL	Pre-prep to post-grad: learning from development across the education sector This session draws on a variety of development activities across educational institutions to inspire and showcase good practice <i>Eleanor Marsden, Director of Development, Farleigh School</i>
ALL	You're only 500 once! Major anniversaries provide an opportunity for enhanced fundraising and alumni relations programmes – you've got one chance to get it right, so start early! <i>Simon Jones, Director of Development, The Manchester Grammar School</i>
EXT	Bringing marketing and development together: blessing... or curse? An exploration of the opportunities – and pitfalls! – of one combined External Relations team <i>Hannah Hamilton, Director of External Relations, St Peter's School, York</i>
FDR	Bursaries: details to be confirmed
FDR	Talking about telethons This session will discuss incorporating telephone calling into your development office routine and strategy in an innovative way. In-house staff telethons and small targeted calling campaigns could be a low-cost, easy win for your evolving programme
STA	The view from the top – how the senior leadership team and development office work together to create a strategy for success <i>Mark Fenton, Headmaster; Sean Kennedy, Resources Director; Clare Atkinson, Development Director, Dr Challoner's Grammar School</i>
13:00 – 13:45	Session 4
ALL	How to fully engage alumni? Give them a cocktail! Blend together the alumni society with a dash of development and a shot of history from the archives How archives, alumni and development can thrive together <i>Felicity Copp, Development Manager; Alex Hume, Old Decanian Liaison Officer; Grace Pritchard-Woods, School Archivist, Dean Close School</i>
ALU	
CPD	Facilitation and negotiation <i>Rob Woods, Director and Principal Trainer, Bright Spot Fundraising</i>
FDR	Annual appeals: you're in it for the long run Participants will develop an understanding of the importance of defining a sustainable vision for the appeal, building a stewardship model, nurturing a long-term relationship with donors, and sharing on the success and impact of their appeal <i>Kathryn Bartram, Director of Development and Marketing, Reed's School</i>
FDR	Bursaries: details to be confirmed
PRE	Forum for prep schools Development and marketing: maximising your resources <i>Jane Pendry, Head of Development, Dragon School; Michael Wright, Development Officer, Dragon School</i>
STA	Forum for state schools: capital vs revenue: where does the answer lie? <i>Pippa Blackstone, Director of Development and Alumni Relations, Tonbridge Grammar 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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