

Make an impact

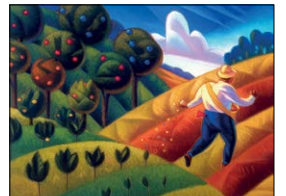


idpe
2019 | annual conference



@IDPE_Europe
#IDPE19

Headline Sponsor




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Celebrating 20 years of IDPE making an impact across the development sector

Welcome to the 18th IDPE Annual Conference

Monday 10 and Tuesday 11 June 2019

Collaborating with associations and regulatory bodies to champion schools' development



It was the best day of training I have attended in a long time.
IDPE workshop delegate

Supporting 437 independent and state schools

Networking and lightbulb moments that inspire us.
IDPE conference delegate

Bringing together 476 delegates to learn from expert speakers and each other at our annual conference

550 members training through workshops, seminars and webinars

Proud to be a member of IDPE as our voice counts.
IDPE member

Sharing the expertise of our 32 corporate partners

I have not found people so willing to share success stories and pitfalls in other sectors.
IDPE workshop delegate

Informing the sector through our 4th benchmarking survey

Providing the latest sector news and information to 2,500 people

Benchmarking against other schools has really grown confidence in our development effort.
IDPE member

Facilitating networking at regional meetings for 500+ development professionals

I feel part of a thriving and supportive group of people who are ready to offer advice, share their experiences and support each other.
IDPE conference delegate

If, like me, you completed a 'Tell your story' postcard at the IDPE 2018 Annual Conference, then it would have landed on your desk earlier this year. On mine, I wrote three big goals for myself. I am pleased to say that I have achieved two of them...but the third, and probably the most important one, I didn't quite get to, to 'communicate the value of what you are doing more frequently'.

One of the biggest frustrations we all face on a daily basis is juggling our priorities, be it in work, our personal lives, or both! This constant balancing act puts pressure on us all. It is therefore vital for us to stop, take a step back, and ensure that our efforts are making the greatest difference. With that in mind, the theme of this year's conference is 'make an impact'.

During the conference, we want to challenge you to think about the work you are doing, and what value it delivers to your school, particularly in light of increasing pressures on budgets and resources. We want you to take the time to better understand what your true impact is, and equally to consider where you could make an impact in the future.

This year's programme is designed to ensure we are learning from past experiences, exploring the latest trends in development and sharing 'best practice' with expert speakers from a variety of different institutions. Also, to enable you to develop your personal impact, we have added a new 'personal effectiveness' stream to this year's conference programme with sessions covering well-being, resilience, perfectionism and the art of being a development director.

It is hard to believe, but the programme for this conference has been a full year in the making. Our dedicated conference committee made up of volunteers from schools across the country, has conscientiously curated the programme to ensure the content is relevant, informative and inspiring. They have sought out the best speakers from schools, universities and the wider charitable sector so that we can all learn from their experiences and the impact they have made. The high quality of this year's programme would not have been possible without their commitment and hard work. We would like to thank them and the wider IDPE team for delivering this year's conference.

This is my fourth IDPE conference, and every time I come my confidence grows in leaps and bounds. It is through trading stories with others in similar situations, harvesting ideas from expert speakers and exhibitors, and sharing our challenges, that we all develop a stronger sense of how we can make a difference in our roles.

These two days out of the office are precious and I urge you to make them count. If I could give one piece of advice to my 'first IDPE conference self' it would be to 'get stuck in', start a conversation with the person next to you in a session, approach the speaker that inspired you in a break, ask questions, share ideas and be honest about the things that keep you awake at night! That is how you will make the most of this year's conference. That is how you will continue to make an impact in the future.

Caroline Monaghan
IDPE 2019 Annual Conference Co-Chair
Radleian Society Manager, Radley College



Melanie Bushell
IDPE 2019 Annual Conference Co-Chair
Development Director, The Portsmouth Grammar School

As IDPE celebrates its 20th anniversary, we reflect on the people, our members, their passion and the difference they make to the lives of young people nationwide. IDPE continues its commitment to enable schools to develop cultures of giving by improving access to development best practice, support and training; collaborating with senior leaders and school associations to raise awareness and aspiration within the profession; and to champion the sector and the impact of successful development programmes.

Jo Beckett, CEO, IDPE

2019 keynote speaker

Tori James, Speaker and Adventurer
Altitude and attitude: achieving the unachievable



Tori James, at the age of 25, became the youngest British woman (at that time) and the first Welsh woman, to climb to the summit of Mount Everest. Tori stars in the BBC documentary 'On Top of the World', produced using video footage which she shot and directed whilst climbing Everest. She is also the author of 'Peak Performance' which describes her record-breaking climb to the summit.

Tori joins us to explain exactly how she turned her goals into reality, overcame numerous setbacks and used a variety of mental techniques to retain the positivity and self-belief that ultimately led to her and her team's successes. Not only will you gain an insight into life in extreme environments but Tori will share her passion for achieving things, against the odds.



Sponsored article

Tight budgets and big targets making Development Offices less willing to experiment.



Tough spending rounds and increasing demands for philanthropic support are hitting decision making. Offices that used to adopt a 'suck it and see' approach are fighting shy of new ideas unless they can be certain they will deliver the right return on investment. Increasingly offices are using evidence-based expertise to understand their constituents and to model proposed engagement and solicitation programmes before allocating time and resources.

At Rux Burton Associates (RBA), they are working with clients to examine their entire dataset, identify research needs, evaluate the efficacy of different solicitation methods for different groups. 'War-gaming' the resulting scenarios show how face-to-face, phoning, crowdfunding and DM can work together to both maximise returns and create sustainable income streams.

'The insight that came out of RBA's data analysis was really exciting. It has given me more confidence in planning our mix of activities for next year to ensure we achieve our goals', Melanie Bushell, Development Director of The Portsmouth Grammar School told us. 'Our last campaign raised £172,000 and this insight will surely help the next one be another great success'.

20 years of phoning has created a data warehouse at RBA of approaching 4 million anonymous records. Combining historic outcomes and machine learning they have found markers and weightings that predict responses rates with uncanny prescience, although, of course, what they are doing is very much not pre-science, but science itself: cutting-edge technology coupled to unparalleled experience.

'It is easy to feel the urge to launch into crowdfunding. But it's a lot to spend if you really have little idea of its impact. Equally it is easy to dismiss direct mail not realising it is possible to make predictions based on demography that can reduce drastically the mailing size but have little impact on the number of donations required', comments John Rux-Burton, RBA's Managing Partner. 'It is so exciting to start a project with the certainty that you have chosen the right people, know you are asking them in the right way and have benchmarks against which to measure success.'

All this research has confirmed what many already knew – that if you cannot see someone face-to-face, then phoning them remains by far the best way to solicit gifts from the vast majority of your constituents. Many schools achieve giving rates over 40% in phone campaigns and can often



▲ The strength of regular giving at Eltham College was the foundation that turned the dream of a fourth side to their quad into reality

▶ Alex Beard, responsible for Glencore's worldwide oil operations, is one of tens of thousands of major educational philanthropists around the globe whose first gift was via the Annual Fund.



raise well over £100,000 in only two or three weeks. Parents and alumni both respond to this approach and the personal engagement engendered by a recent pupil making a call builds a relationship that can grow to ever bigger gifts in the years ahead. At Christ Church, Oxford, the second biggest donor, who has given over £6m, made their first gift in a phone campaign and at King's School, Worcester a £1,000 donor in a phone campaign nearly 10 years ago has now given more than £2m.

'The success of our Capital campaign at Eltham was founded on regular giving. Every year for over a decade we have called with RBA. Every year we have had more than a third of people give and raised over £100,000. And most of the people who have stepped up in the last few years and helped us realise the fourth side of our quad, a medical and a new Sixth Form Centre started the donor journey through small gifts: one of them who gave £25 a month has now given over £2m', observes Simon McGrahan, Development Director at Eltham College. 'Now RBA can model the entire regular giving year and help establish the right mix of approach for every constituent, backed up with a real sense of the resources and outcomes required, I can see our next campaign will be even more impressive.'



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Everything you need to know...

Lanyards

All attendees will be given a lanyard: delegates (blue); speakers (grey); sponsors and exhibitors (green); events team (red).

Internet access/Wi-fi

Wi-fi internet access is available throughout the hotel. This can be accessed by connecting to the 'hhonours' network and using code 'Idpe19'. For those delegates staying at the hotel, this code will also give you free Wi-fi access in the bedrooms.

In all the session rooms and the Exhibition Hall, Wi-fi is available on the 'hhonours_meetings' network using the same code 'Idpe19'. This network can only be accessed by IDPE conference delegates.

Twitter @IDPE_Europe

Please ensure all mobile phones are on silent during sessions; however, we encourage you to tweet photos and comments throughout the conference using #IDPE19.

Refreshments

All refreshments will be served in the Exhibition Hall, except for the Development Awards Dinner on Monday night.

Feedback

Your feedback is used to shape future IDPE conferences. You will be emailed a link to an online survey immediately after the conference. We would be very grateful if you would complete this by Wednesday 26 June 2019.

Photographs

Photographs will be taken throughout the conference and will be used by IDPE for future marketing purposes as detailed in IDPE's privacy policy. Please let the IDPE registration desk know if you would not like your picture to be used in this way.

Check-in and storage of bags

If you are staying at the Hilton Birmingham Metropole and arriving in the morning with luggage, please make your way to the Warwick Suite where a private IDPE check-in will be available. Having checked-in here on arrival, your hotel key cards and luggage will then be ready for collection between 17:00 – 18:00.

Check-out on Tuesday morning is by 11:00. Please check-out at reception and leave your luggage with concierge until your departure.

Parking

A discounted rate for parking has been agreed. You can pay online for parking at any time after your arrival by visiting www.bhmparking.co.uk and entering our unique event code: NWMXH, or at the machine next to the Concierge in the main reception.

Presentations for download

The majority of presentations will be available to download from the IDPE website after the conference. We will email you as soon as these are available.

IDPE 2019 Development Awards Drinks Reception and Dinner

The drinks reception will be held in the Exhibition Hall, followed by the awards dinner in Queens. Table plans will be displayed at the registration desk, in the Exhibition Hall and in Queens immediately prior to the drinks reception. The dinner is a black-tie event.

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First-time delegates

Recognising who is who

A blue sticker on your name badge, indicates that this is your first IDPE conference and will help you distinguish other 'first-timers'.

idpe
Institute of Development Professionals in Education

If you have any questions or require assistance, please speak to a member of the events team, who can be identified by a red lanyard.

Making the most of the conference...

Planning your time effectively

The quick session planner on the back page of this magazine allows you to highlight those sessions you wish to attend. Please remember that the streams are there as a guide only and you are very welcome to attend sessions within any stream.

Making the most of the programme

This year's programme focusses on increasing opportunities for delegates to network and learn from each other. Speakers will focus on providing practical tips that you can take away to create change within your school. Don't be afraid to catch up with a speaker after a session if you'd like to discuss a specific issue in more depth.

Lunchtime sessions

This year, we are introducing a number of lunchtime workshops, alongside the return of our fundraising clinic – an opportunity to access free one to one advice with some of our most advanced development directors. Further information can be found in the programme, and booking is essential for the fundraising clinic – please visit the registration desk for more information.

Meeting the exhibitors

If you are looking for a new supplier or are simply wishing to make new contacts, do make time to visit our exhibitors who are some of the leading suppliers to the sector. The conference is an opportunity to tap in to their expertise, make preliminary enquiries or firm up an initial meeting.

Product showcases

In addition to visiting exhibitors in the Exhibition Hall, this year's product showcases provide a unique opportunity to see demonstrations of products and services tailored to the schools' development sector.

Conference postcards

As we celebrate 20 years of IDPE, we are looking at how we make an impact within the sector. How will you make an impact this year? Fill in your conference postcard with your aims for the year ahead, and post them in the boxes at registration. We will mail it back to you in six months' time so that you can see how far you have come in achieving your goals.

Meet the exhibitors prize draw

Enter our exhibitor prize draw for the chance to win an Amazon Echo Spot. All you need to do is visit 18 of the exhibition stands and ask them to sign the form found within this magazine. The winners will be announced during the lunch break on Tuesday 11 June.

Networking

Delegates tell us that networking with peers is one of the key benefits of the conference. This year, we are introducing more chances for you to network with other professionals working in a similar field. Look out for the designated areas in the Exhibition Hall on Monday lunchtime, for alumni relations professionals, external relations professionals, prep schools, girls' schools and for those new to development.

Finding your feet and making new contacts

At registration and lunchtime on Monday there will be networking opportunities specifically for first-time delegates, which will enable you to ask questions and find out how you can make the most of your conference experience. Join us in the Exhibition Hall to meet IDPE staff, volunteers and other first-time delegates.

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**IDPE 2019
Professional
Development
Programme**

Seminars and Workshops

Autumn workshops
Join us for workshops on parent power, building relationships that last and getting your Board on board.

HMC, IDPE and AGBIS 2020 School Bursaries Conference, Wednesday 29 January 2020, BMA, London

This unique conference is for heads, bursars, governors and development professionals from both schools with established bursary programmes and those new to bursaries.

Conferences

To find out more about how IDPE can support you, see our Professional Development Programme booklet in your delegate bag, go to idpe.org.uk or contact us at info@idpe.org.uk

On the development journey together

Webinars

2019 webinar programme
Our webinars provide free, accessible training on best practice, sector trends and practical tips.

IDPE and IoF Certificate in Fundraising
Gain recognition, confidence and new fundraising skills with the only qualification designed for those working in schools' development.

Qualifications

Please note that the workshop 'How to create a step-change in your development performance' has been rescheduled to **Wednesday 9 October 2019**.

Book now at idpe.org.uk

Please note that the webinar 'Best practice – the new IDPE and Gradway guide' has been rescheduled to **Thursday 27 June 2019**.

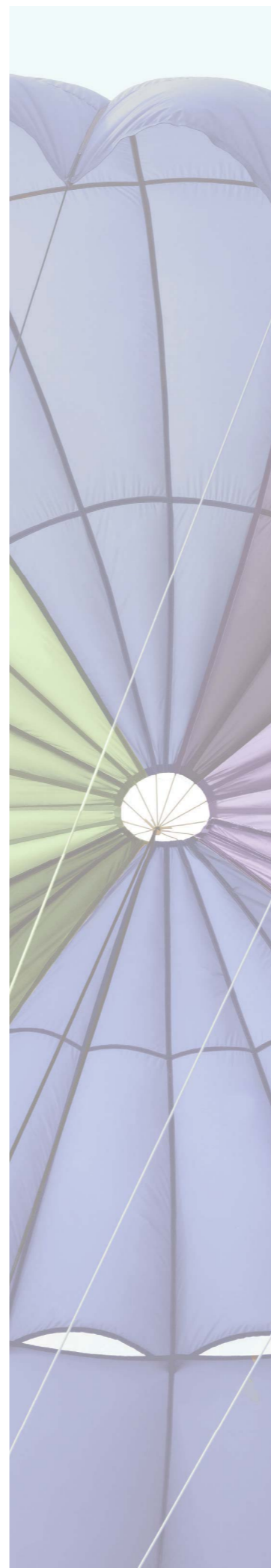
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2019 **DEVELOPMENT AWARDS**

CELEBRATING EXCELLENCE IN SCHOOLS' FUNDRAISING AND ENGAGEMENT

Monday 10 June
IDPE 2019 Development Awards
Drinks Reception and Dinner

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[@IDPE_Europe](https://twitter.com/IDPE_Europe) #idpeawards



We elevate philanthropy so schools can flourish.

Graham-Pelton is a fundraising and management consulting firm for schools, universities and nonprofit organisations. We empower our clients to attract high-level philanthropy, enabling them to achieve their missions.

Graham-Pelton provides sector-specific expertise tailored to each client's unique needs. Our frameworks lend structure and order to our work, and it is within these parameters that we craft creative, innovative solutions.

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- | coaching and training
- | gift solicitation strategies
- | strategic counsel
- | campaign management
- | alumni engagement audits
- | leadership and board training
- | campaign strategy and counsel

We're not interested in doing things the way they've always been done. We're interested in both the profession of advancement and in the advancement of the profession.

Most of all, we're interested in helping you reach new heights.

To learn what a productive path forward can look like for your school, please contact us.

+44 (0)207 060 2622
inside@grahampelton.com
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VISIT US AT STAND 13 OR ATTEND THE FOLLOWING TALKS:

Monday, 10 June

13:45 - 14:30
20 years of IDPE: the impact of development on schools
Managing Consultant Becki Mckinlay serves as chair



14:40 - 15:40
Benchmarking: early findings and how to use them to advance your work
Managing Director Andy Wood leads the update



Tuesday, 11 June

10:25 - 11:05
Genuine impact through integrated bursary fundraising
Senior Counsel John Cloughton is a panelist






15:00 - 16:00
Effective trustee leadership: what board members, development professionals and heads must know
President and CEO Elizabeth Zeigler is a panelist



IDPE 2019 Annual Conference Programme

Streams:

- ALL** Appropriate for everyone
- ALU** Alumni relations sponsored by 
- EXT** External relations
- FDR** Fundraising sponsored by 
- PES** Personal effectiveness
- PSC** Product showcase
- SLP** Strategy and leadership sponsored by 

HOW TO – sessions provide step-by-step practical information on a range of topics for anyone new to development or looking for more detailed guidance on a particular aspect of fundraising or alumni relations

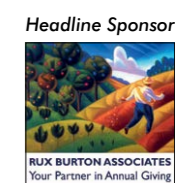
MONDAY 10 JUNE 2019

09:30 – 10:30	Registration	Exhibition Hall Foyer
09:30 – 10:30	Morning coffee with sponsors and exhibitors	Exhibition Hall
09:30 – 10:30	Networking for first-time delegates Sponsored by Graham-Pelton	Exhibition Hall
10:30 – 11:30	OPENING AND KEYNOTE ADDRESS Sponsored by Rux Burton Associates	
ALL	Altitude and attitude: achieving the unachievable What do you do when you're faced with a challenge that scares and excites you in equal measure? Tori James is the first Welsh woman to climb Mount Everest. Tori joins us to describe her inspirational journey both on...and off...the mountain. How it takes more than speed, fitness and stamina to survive and thrive on the world's highest mountain, and the strategies, mindsets and beliefs that contributed to her success. Discover why you need to move outside your comfort zone and aim high to achieve the unachievable, and how you can scale your next mountain and make an impact! <i>Tori James, Speaker and Adventurer</i> Chair: Karen Hartshorn, Director of Development, Pangbourne College and Chairman, IDPE	Queens
11:40 – 12:40	SESSION 1	
ALU	Widening and deepening engagement: the career support opportunity A chance to consider the power of careers support and business networking as a proposition for your community. The transformational gift of time has been demonstrated to reap rewards at all levels of the career journey, with the unique ability to create powerful connections and insights linked back to your institution. Hear about the award-winning Fettes Career Partnership Programme established six years ago, and from the University of Exeter, on how alumni volunteering to support student careers activities, demonstrably improves both student employability and deepens alumni engagement and satisfaction, creating an institutional win-win. <i>Karen Jones, Development Manager, Fettes College; Emma McFadyen, Head of Alumni Relations and Volunteering, University of Exeter</i> Chair: Caroline Monaghan, Radleian Society Manager, Radley College	Earls

EXT	The other half of bursary fundraising: getting pupils through the door Recruiting strong bursary candidates can be even harder than raising funds to support them. Do schools' programmes for partnership and community relations make fee assistance programmes even stronger, and does this help attract donors? <i>Emily Clarke, Campaign Director, Highgate School</i> Chair: Simon Jones, Director of Development, The Manchester Grammar School	Lancaster
FDR	HOW TO: Raise more money with two little words: 'Thank you' Thanking donors is a necessary action in fundraising; you will retain more donors and raise more money. But what does a good thank you look like, and when will it have the biggest impact? This session will explore effective thanking processes you can easily replicate. <i>Nikki Bell, Fundraising Consultant, KEDA Consulting; Murray Lindo, Head of the Wellington Community, Wellington College</i> Chair: Ed Lang, Managing Director, Buffalo Fundraising Consultants	Dukes
FDR	No time like the present It's ironic that 'advancement' is so often mired by delay, planning permission, prioritising the project, picking through political predicaments. It's enough Ps to pee you off! Whether your capital campaign is not ready, or it's only just finished and you are not sure what next – how do you build the culture of giving and maintain momentum for fundraising when everyone around thinks you simply aren't ready to fundraise? Join us to look at different ways to ensure your fundraising never sleeps. <i>Camilla Mair, Development Manager, Woldingham School; Thomas Northcote, Development Director, The Leys; Katie Shama, Partner, Rux Burton Associates</i> Chair: Karen Hartshorn, Director of Development, Pangbourne College and Chairman, IDPE	York
PSC	Taking your school's pulse: alumni, donor and parent research reimagined Our unique approach to stakeholder research will inform, surprise, excite and take your school development to the next level. Offering scalable services to mine, interpret and optimise the wealth of information in your constituent base, we can help to map your fundraising moves, widen your network and enhance your school's brand. <i>Rachael Petrie, Senior Advisor, RSAcademics</i> Places are limited, please visit the registration desk to reserve your place.	Kent

SLP	Co-production: working together to achieve your school's vision Does your Head 'get it'? Cultivating and stewarding senior leaders should be a priority for all development professionals, but how does this work in practice? This honest, informal session explores how Bolton School's Headmaster and Head of Development work together practically to achieve the school's fundraising vision, and the challenges and tensions they have faced along the way. <i>Philip Britton, Headmaster; Laura Firth, Head of Development, Bolton School</i> Chair: Jesse Elzinga, Headmaster, Reading Blue Coat School	Queens
12:40 – 13:40	Lunch with sponsors and exhibitors	Exhibition Hall
12:40 – 13:40	Networking for first-time delegates Sponsored by Graham-Pelton	Exhibition Hall
13:00 – 13:40	Lunchtime workshops and fundraising clinic	
PES	'It's good to talk': communication skills for the development professional As fundraisers, we rely on the phone to make prospect meetings, secure volunteers, sound out our Board and chase down gifts. Getting calls right is make or break to achieving our goals. This workshop, relevant to every member of the development office team, will equip you, through discussion and role-play, to make fantastic, effective and focussed calls that put you in the driving seat. <i>John Rux-Burton, Founder and Managing Partner, Rux Burton Associates</i>	Lancaster
PES	The art and science of planning for measurable success Development offices require budget planning, thoughtful allocation of resources and realistic targets. This interactive session will give confidence to new development practitioners to prepare for effective alumni relations and fundraising programmes. <i>Simon Jones, Director of Development, The Manchester Grammar School</i>	York
	Fundraising clinic An opportunity to get your questions answered by some of our most experienced development directors. By appointment only, please visit the registration desk for more information.	Earls
13:45 – 14:30	AFTERNOON PLENARY	
ALL	20 years of IDPE: the impact of development on schools Our expert panel will explore the history and the emerging trends across schools' development and the wider fundraising sector. We'll discuss the impact of our work, and how learning from the past 20 years can inform and shape our future success. <i>Luke Deering, VP Business Development, Graduway; Andrew Harris, Executive Director of Campaigns, Aston University; Dan Keyworth, Director of Customer Success, International Markets Group, Blackbaud</i> Chair: Becki Mckinlay, Managing Consultant, Graham-Pelton	Queens
14:40 – 15:40	SESSION 2	
ALU	Alumni engagement, from the small detail to the big picture: using data to justify investment and demonstrate strategic impact How can we use data to demonstrate impact and show success within our communities? Join us to explore how data can inform your alumni engagement programme and manage expectations of your senior leadership team. <i>Erin Charles, Senior Development Officer, The Perse School; Lindsey Davis, Development Director, Bradford Grammar School</i> Chair: Chris Aucken, Director, InTouch Software	York

EXT	HOW TO: Help (me) deliver #SocialMedia success Your alumni are connected 24/7 and this opens up new channels every day in which to consume content. Is your school sharing the right content, at the right time, through the right channel? Do you know what content your alumni want to consume? Join Simon Noakes aka 'The #DigitalJedi' to explore what social media platforms to use, how to measure success, and how you can deliver #SchoolStories that will actually drive alumni engagement! <i>Simon Noakes, Founder and CEO, Interactive Schools</i> Chair: Kirsty Hassan, Director of External Communications, Colston's School and Chair, AMCIS	Dukes
EXT	Measuring impact right from the outset of a campaign In a climate where independent schools are increasingly expected to do their bit, more and more donors are demanding evidence of public benefit. How do we approach a project – in developing both the strategy and the case for support – to embed public benefit right from the outset of a campaign, and maximise the potential for donations? <i>Tom Arbuthnot, Director of Outreach and Partnership, Eton College; Sarah Butterworth, Assistant Head, Community Partnerships Director, Highgate School; David Goodhew, Head, Latymer Upper School; Sally-Anne Huang, Headmistress, James Allen's Girls' School and Vice-Chair, HMC</i> Chair: Julie Robinson, Chief Executive Officer, Independent Schools Council	Queens
FDR	The power of prospect research: bringing a game-changer to your fundraising Many development teams have little or no resource for prospect research, yet choosing to dedicate resource to this area of fundraising can create a real step change in your fundraising success by enabling you to make better strategic decisions and upscale your fundraising efforts. So what are the key tools and processes you can build around prospect research in order to achieve this? Join Jo and Simone as they explore how to improve your fundraising by developing and embedding first class prospect research within your overall strategy. <i>Joanna Carr, Head of Prospect Research, King's College London and King's Health Partners; Simone Kraemer, Senior Prospect Management and Research Officer, University of Kent</i> Chair: Kerry Wilson, Director of Development, Rugby School	Earls
PSC	Investing in a CRM: aligning tech to your school's development strategy The most successful development operations are those which align their use of technology and data to the school's overall strategy for fundraising, alumni relations and wider community engagement. Blackbaud's Dave Bunting, Account Executive for Schools, will demonstrate within Blackbaud's Cloud Solution how your team can advance its mission by working more efficiently to increase funds, grow engagement and deliver your school's priorities. <i>Dave Bunting, Account Executive, School Solutions, Blackbaud</i> Places are limited, please visit the registration desk to reserve your place	Kent
SLP	Benchmarking: early findings and how to use them to advance your work The benchmarking survey continues to be one of the largest in global education fundraising. We will share some of the key early findings from the latest survey, highlight best practice, discuss challenges and, importantly, use our expert analysis to provide some early takeaways to move all types of development programmes forward. <i>Andy Wood, Managing Director, Graham-Pelton</i> Chair: Matthew Dear, Director of Development, The Oundle Society	Lancaster
15:40 – 16:20	Afternoon tea with sponsors and exhibitors	Exhibition Hall



16:25 – 17:10	SESSION 3	
FDR	Making the most of the middle	Many schools have established regular giving programmes and spend time identifying and nurturing potential major donors, but less attention is given to developing ‘middle’ value donors. Join us to explore the potential this group of donors offers, hear how to overcome some of the challenges of bridging the gap between regular and major giving, and learn some practical approaches for developing more mid-level giving at your school. <i>Rosie Dale, Partner, More Partnership</i> Chair: Louise Bennett, Deputy CEO, IDPE York
FDR	Fundraising campaign of the year award winners 2018	Hailed as the best in England by top cricketing professionals, the Jarratt Indoor Cricket Centre is a ground-breaking philanthropic enterprise, whereby all profits fund the Reed’s Foundation, supporting disadvantaged pupils. Find out how Reed’s School exceeded their initial target of £775,000 and involved the whole community in their award-winning fundraising campaign. <i>Kathryn Bartram, Development and Marketing Director, Reed’s School and Reed’s Foundation</i> Chair: Philippa Dunford-Jeffs, Development and Alumni Manager, St Peter’s School, York Dukes
FDR SLP	What next? Moving beyond a campaign	Does a capital campaign ever actually finish and what strategy is required to maintain donors’ interest? Doug Collins will describe how fundraising and development is like a game of golf – a long and almost perpetual game! <i>Douglas Collins, Chief Executive, Harrow Development Trust</i> Chair: Colin Dudgeon, Development Director, Stowe School Earls
PES	Emotional intelligence: the key to success and well-being	Today we face one of the most challenging operating environments in schools for decades – expectations and workloads are seemingly endless! How can we meet the ever-growing challenges facing us and still feel our best? This participative session will help you to develop your self-awareness and gain insight into being and feeling your best. You will leave this session with renewed intention and increased clarity and focus. <i>Jo Beckett, CEO, IDPE</i> Places are limited, please visit the registration desk to reserve your place Lancaster
17:20 – 17:40	IDPE 2019 Annual General Meeting	York
17:40 – 19:15	Free time	
19:15 – 19:45	IDPE 2019 Development Awards Drinks Reception Sponsored by Blackbaud	Exhibition Hall
19:45 – 22:30	IDPE 2019 Development Awards Dinner Sponsored by Blackbaud	Queens

TUESDAY 11 JUNE 2019		
08:30 – 09:30	Registration	Exhibition Hall Foyer
08:30 – 09:30	Morning coffee with sponsors and exhibitors	Exhibition Hall
09:30 – 10:15	SESSION 1	
PES	Emotional intelligence: the key to success and well-being	Today we face one of the most challenging operating environments in schools for decades – expectations and workloads are seemingly endless! How can we meet the ever-growing challenges facing us and still feel our best? This participative session will help you to develop your self-awareness and gain insight into being and feeling your best. You will leave this session with renewed intention and increased clarity and focus. <i>Jo Beckett, CEO, IDPE</i> Places are limited, please visit the registration desk to reserve your place. Lancaster

PES	The art of development directorship	What are schools looking for in an outstanding development director? Learning from some of the sector’s most successful development directors, we explore what skills and characteristics an aspiring development professional needs to become a ‘top development director’. <i>Debra Price, Head of Philanthropy, RSAcademics</i> Chair: Louise Bennett, Deputy CEO, IDPE York
PES	Be a resilient leader: three ways to thrive at work and maximise your leadership potential	Are you working in a demanding fundraising leadership role? Working hard but not having the impact you know you’re capable of? Feeling overwhelmed at times with juggling today’s tasks and tomorrow’s ambitions? Are challenges leaving you drained, rather than helping you to grow? If you experience one (or all!) of these common symptoms of being a busy fundraising leader, you are not alone. It need not be this way. Gain the tools to help build your resilience and put meaning and fun back into your everyday. <i>Charly White, Executive Coach and Trainer, Vivid Leadership Ltd.</i> Chair: Melanie Bushell, Development Director, The Portsmouth Grammar School Earls
PES	Perfectionism: how to silence your inner critic	Are you your biggest critic? To what extent do you feel held back by what others might think, both professionally and personally? Perfectionism is one of the greatest barriers to our effectiveness and personal growth. How many times have you spent 20 minutes drafting an email that should have taken two? Or committed your time to something because you feel you should rather than you want to? Join us to explore ‘perfectionism’, and to find out how you can prepare for and counter your inner critic. <i>Gareth Davies, Director, The Bravest Path</i> Chair: Kate Chernyshov, Director of Development, The King’s School, Canterbury Dukes

10:25 – 11:05	MORNING PLENARY	
ALL	Genuine impact through integrated bursary fundraising	A stellar panel will share their insights and experiences of delivering major bursary fundraising programmes, the benefits they bring to schools and the joined-up approach required to deliver something truly transformational. <i>Dr Martin Boulton, High Master, The Manchester Grammar School; John Cloughton, Senior Counsel, Graham-Pelton; Ian Davenport, CEO, Royal SpringBoard</i> Chair: Elisabeth Anderson, Director of Development, Bryanston School Queens

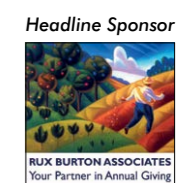
ALL (state schools)	Creating sustainable income streams: is regular giving possible in the state sector?	A regular giving programme that provides sustainable and scalable funding, is every state school’s dream. However, this dream can require you to overcome a number of challenges first: your parents’ perception they are ‘paying’ for education and your senior leadership’s commitment to a programme that will take time to establish. Join us to hear how state schools have surmounted these hurdles (and more) to develop successful regular giving programmes. <i>Stephen Locke, Bursar, Pate’s Grammar School; Jackie McRoberts, Development Officer, The London Oratory School</i> Chair: Clare Atkinson, Development Director, Dr Challoner’s Grammar School Dukes
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11:05 – 11:40	Mid-morning coffee with sponsors and exhibitors	Exhibition Hall
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11:45 – 12:45	SESSION 2	
ALU	Strategic planning: creating an active and engaged alumni community	Starting up a new alumni engagement programme with insights gained from the university sector, and the successes, failures and outcomes of an established school alumni community. Join us to explore how to develop your alumni relations programme. <i>Kathrin Ostermann, Director of Development and Alumni Relations, City of London School; Selina Joslin, Alumni Relations Manager; Richard Salmon, Head of Development and Alumni Relations, Felsted School</i> Chair: Anna Semler, Old Stoic Society Director, Stowe School Dukes
EXT	Demonstrating value and impact	Using ‘The Effect of Giving’, the University of London’s donor report as an exemplar, join Bill and Holly to discuss how you can demonstrate the impact of philanthropic activity to different audiences – be it externally to alumni and parents, or internally, to the senior management team and board of governors. Bill will share how the University of London has developed their case for support for both scholarship asks and a capital project, their main ‘wins’, and how they maintain momentum. Holly will talk through current best practice on measuring non-financial metrics as well as how to integrate engagement activities with the overall work of the development office. <i>Bill Abraham, Director of Development; Holly Peterson, Head of Constituency Engagement, University of London</i> Chair: Phillip Rothwell CFRE, Director of Development, Warwick Independent Schools Foundation and Deputy Chair, IDPE Queens
FDR	Social fundraising for schools: using digital networks to raise more	If you think peer-to-peer fundraising is just for charities and crowdfunding is just for students, think again. Online fundraising, when done in the right way, can do wonders for a school’s reach and fundraising potential. Today’s supporters respond best to multi-channel approaches, so using social fundraising as a supplement to your other fundraising initiatives and having a solid strategy to guide your school is important. In this session we will hear how Dulwich College launched their first major crowdfunding campaign, along with tips from Blackbaud on how to get your social giving strategy started. <i>Kathi Palitz, Database and Operations Manager, Dulwich College; Charlie Vass, Digital Services, Blackbaud</i> Chair: Sam Corfield, Development Director, Lord Wandsworth College Lancaster
FDR	HOW TO: Write your first fundraising strategy	Been asked to write a strategy? Not sure where to start or what to include? A practical session which will leave you with a clear idea of what you need to cover and how to monitor and evaluate as you go along. <i>Christiane Dickens, Development Director, Cheltenham College; Cat Gransden, Director of Development, The Blue Coat School</i> Chair: Rowena Gaston, Development Director, Canford School York
PSC	Our shared vision	Fundraising decisions have often been made simply on received wisdom or just giving it a try. Two decades of results, deep analysis and AI now offer an evidence-based approach that can maximise engagement and match achievement to capacity. This session will show you how to target your activities to transform your results across your entire solicitation mix. <i>John Rux-Burton, Founder and Managing Partner, Rux Burton Associates</i> Places are limited, please visit the registration desk to reserve your place Kent
SLP	The American way of fundraising: nope I don’t think so	We always hear that the best way to fundraise is the ‘American way’, but is it really? What happens when American models of fundraising are dropped on UK institutions? Is the ‘American way’ appropriate for British audiences? We will tackle all of these questions and more as we explore what we can really learn from the American fundraising models and how to implement fundraising best practices within our institutions. <i>Nic Katona, Director of Philanthropy, University of Leicester</i> Chair: Stephanie MacMillan, Director of Development, Alleen’s School Earls

12:45 – 13:45	Lunch with sponsors and exhibitors	Exhibition Hall
12:55 – 13:35	Lunchtime workshops and fundraising clinic	
PES	Resilience: learning to rise	When we are brave and bold enough often enough, inevitably we will sometimes fail. In these situations, the stories we tell ourselves about our personal and professional struggles can keep us stuck in a cycle of fear, self-doubt and regret. We will look at how to overcome mistakes, face disappointment and re-write your future in a way that increases both your resilience and effectiveness. <i>Gareth Davies, Director, The Bravest Path</i> Lancaster
FDR	Top tips for trust and grant applications	This informal session will consider the do’s and don’ts of completing grant applications and what to include to maximise your school’s potential to be successful. <i>Sharon Noble, Development Manager, Chestnut Grove Academy</i> York
	Fundraising clinic	An opportunity to get your questions answered by some of our most experienced development directors. By appointment only, please visit the registration desk for more information. Earls
13:50 – 14:50	SESSION 3	
ALU	International alumni strategy: small team, high impact	Learn how a solo alumni manager at the acclaimed Institute of Development Studies has successfully orchestrated a large programme of alumni activities, built a diverse international careers network and nurtured content contributors for the institute’s website and newsletters. <i>Michelle Cruickshank, Alumni Relations Officer, Institute of Development Studies</i> Chair: Kate Jillings, Co-Founder, ToucanTech Dukes
ALU FDR	A one-night stand or a marriage: when is the right time to make the ask?	Taking the leap from engagement to fundraising can seem a daunting prospect, yet are they not one and the same thing? Successful fundraising depends upon good engagement, on building committed relationships with your school community. This session explores how to build successful relationships, and when is the right time to cross the threshold to make the ask. <i>Pippa Blackstone, Director of Development and Alumni Relations, Tonbridge Grammar School; Simon Jones, Director of Development, The Manchester Grammar School</i> Chair: Jan Perrins, Development Director, Marlborough College Lancaster

EXT	Engaging with your senior leadership: integrating external relations and development	The Abbey School, Reading began a three-year journey of integrating the marketing, admissions, alumnae, events and development departments under a single external relations umbrella in 2016. Working with Socius over the past year, they explain how the process has transformed team culture and refocused budgets and staff output on achieving the school’s strategic business goals. <i>Craig Andrew, Head of External Relations; Julie Cornell, Governor; Rachel Dent, The Head, The Abbey School, Reading; Jane Pendry, Senior Coach, Socius</i> Chair: David Jenkins, Director, Socius Earls
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FDR **HOW TO: Deliver a major capital campaign**
 Drawing on the experience of Wimbledon High School's ongoing £3 million campaign, we will offer a step-by-step guide to planning and managing a major fundraising initiative. From the initial feasibility stages through to completion, we will explore building volunteer support, engaging the broadest possible community, securing leadership gifts, and developing a dynamic but well-structured campaign strategy to achieve your target.
 Chris Goldie CFRE, Director, Gifted Philanthropy;
 Joanne Joyce, Director of Development and Alumnae Relations, Wimbledon High School
 Chair: Scott Sheridan, Director of Development and Engagement, Brighton College York

FDR **Beyond fundraising: franchising and other international partnerships**
SLP
 If our goal is to create sustainable income streams for our schools, what role do international school partnerships play and is franchising your school brand overseas a viable option? We will explore sister school relationships, teacher and student exchange programmes and most importantly, where do you start on the road to franchising. What are the risks and the benefits? Alongside Nick Pettingale, Karen Li, CEO of Driving Force, a major Chinese investment company, will be speaking from the perspective of an investor, outlining what they look for in a British boarding school.
 Karen Li, Chief Executive, Driving Force; Nick Pettingale, Director of External Relations, Ellesmere College
 Chair: Sean Davey, Head of Foundation and International Business Development, Reigate Grammar School Queens

PSC **How can an alumni and development database measure engagement successfully?**
 This showcase will help you appreciate the many factors that contribute to an engaged alumni and how these can help achieve your strategic goals. You will also learn about how a modern alumni and development CRM should track these key data points and enable you to report on them.
 Joel Trotman, Senior Business Consultant, The Access Group
 Places are limited, please visit the registration desk to reserve your place Kent

15:00 – 16:00 **SESSION 4**

ALU **Marketing to your alumni: which channels generate the best results**
EXT
 What does a successful and well-rounded marketing plan look like and how do you work out which types of communication work best for different demographics? This session will share tips and advice on all aspects of marketing to your community.
 Fran Reid, Development and Alumni Manager, Mount Kelly School;
 Ann Saffery, Development and Alumni Manager, Aldenham Foundation
 Chair: Peter Jakobek, Assistant Head, Alumni and Events, Bristol Grammar School and Chairman, AROPS York

Streams:

- ALL** Appropriate for everyone
- ALU** Alumni relations sponsored by 
- EXT** External relations
- FDR** Fundraising sponsored by 
- PES** Personal effectiveness
- PSC** Product showcase
- SLP** Strategy and leadership sponsored by 

HOW TO – sessions provide step-by-step practical information on a range of topics for anyone new to development or looking for more detailed guidance on a particular aspect of fundraising or alumni relations

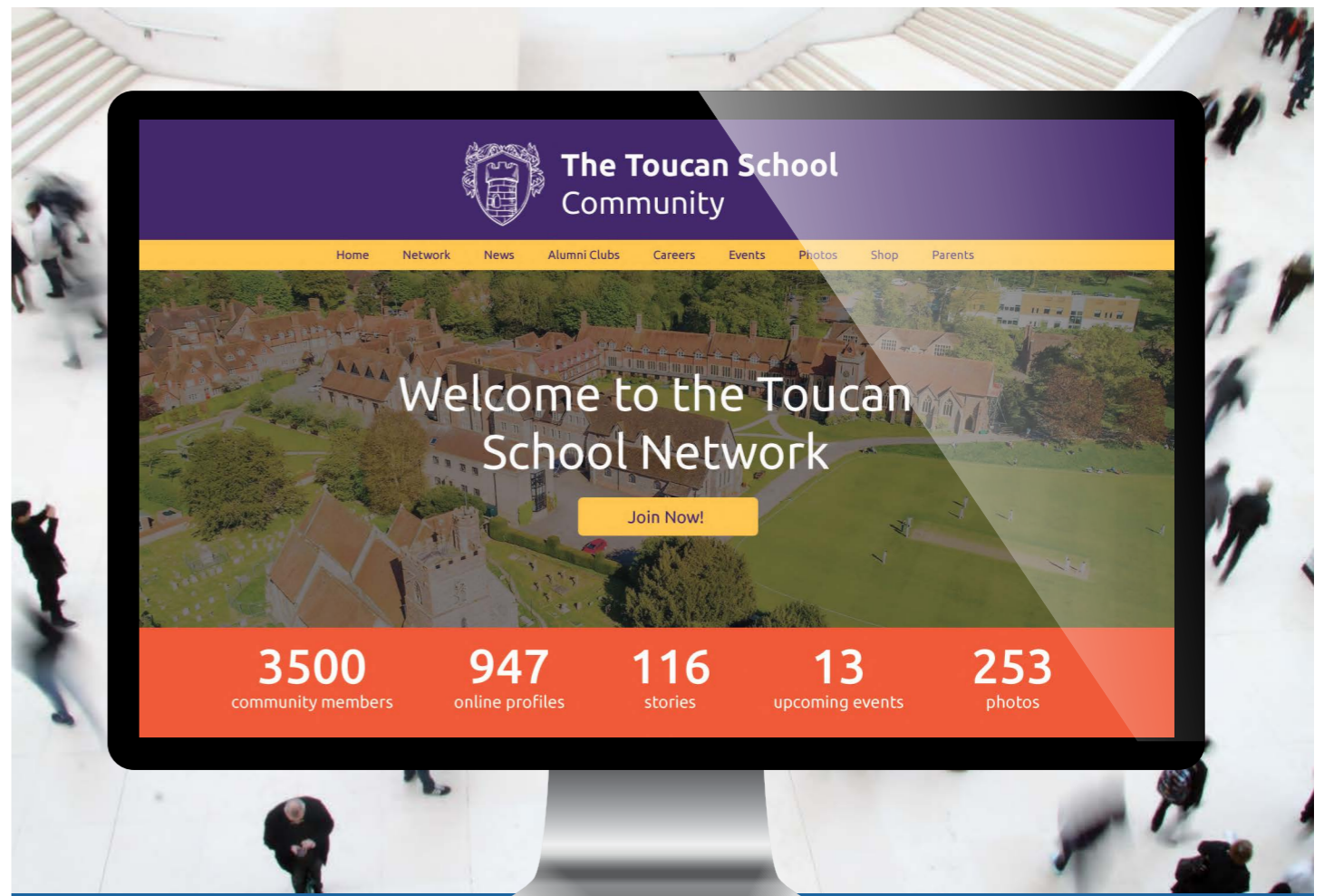
ALU **Creating partnerships with parents**
FDR
 Parents, both current and former, are key stakeholders within the school community, but what motivates them to volunteer? To fundraise? To donate? St Benedict's School and Chestnut Grove Academy will share how they are working with parents and parent groups to engage with and grow support from their parent community.
 Tara George, Development Director, St Benedict's School; Sharon Noble, Development Manager, Chestnut Grove Academy
 Chair: Kerry-Jane Packman, Development and Membership Director, Parentkind Earls

EXT **HOW TO: Make your creative consultancy work for you**
 It's important to have a close, honest and working relationship with your consultant – don't just send off a brief and wait for a formulaic plan or a pretty brochure design to come back. You should use their experience and expertise to get under the skin of who you are, what you want to achieve and how you are going to do it. Working in this way can have a massive impact on your creativity, and ultimately, your success.
 Eleanor Merrick, Director, Alumni, Development and Careers, Roehampton University; Geoff Nicol, Founder and Creative Director, Onthree Design Limited; Nick Smith, Director, AirBounce
 Chair: Hannah Hamilton, Director of Development and External Relations, Stamford Endowed Schools Lancaster

FDR **'How much will it cost to get my child into your school?' Ethics in educational fundraising: is it as cut and dried as it seems?**
SLP
 Ethical questions arise in fundraising all the time but is it ever right to, 'just take the money'? Join Ian MacQuillin to explore some of the ethical dilemmas facing fundraisers in schools, the important role of beneficiaries in the ethical decision-making process and how to achieve a balance between the rights of your donors and the rights of your pupils.
 Ian MacQuillin, Director, Rogare – The Fundraising Think Tank
 Chair: Marc Whitmore, Partner, More Partnership Dukes

SLP **Effective trustee leadership: what board members, development professionals and heads must know**
 Without the strategic involvement of your school's board of trustees, it can be difficult to meet your fundraising objectives. But what should that involvement look like? What happens when the appropriate investment does not take place – or, conversely, when governing bodies become too involved in development? Using the IDPE and Graham-Pelton benchmarking findings, this session will explore the areas where strategic investment is necessary, along with the ways to consider and evaluate the oft-discussed ROI.
 Charles Platt, Senior Counsel, Graham-Pelton; Mark Taylor, Bursar, The King's School, Canterbury and Chair, AGBIS; Elizabeth Zeigler, President and CEO, Graham-Pelton
 Chair: Andrew Beales, Development Director, Durham School Queens

16:00 **Conference Close**



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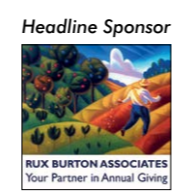
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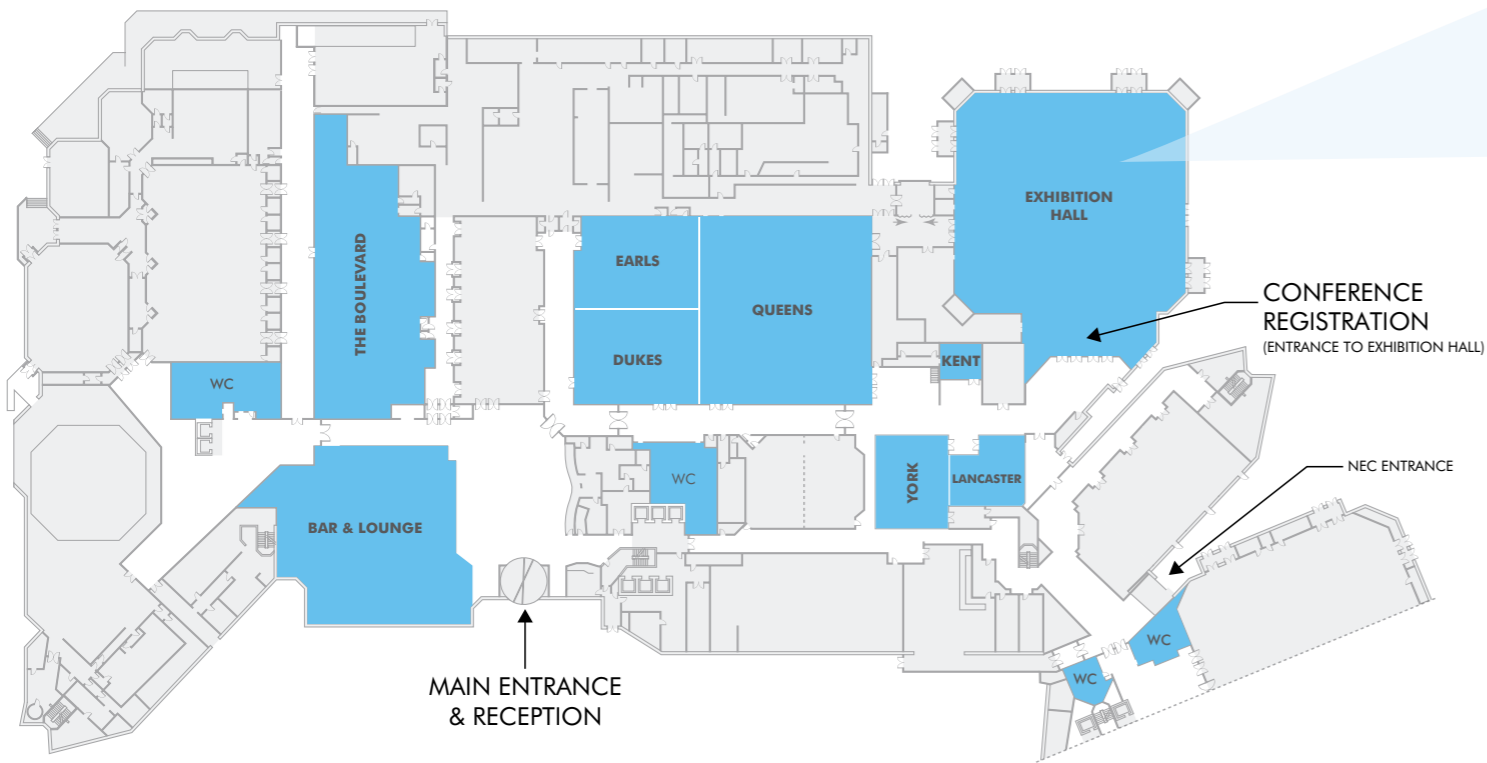
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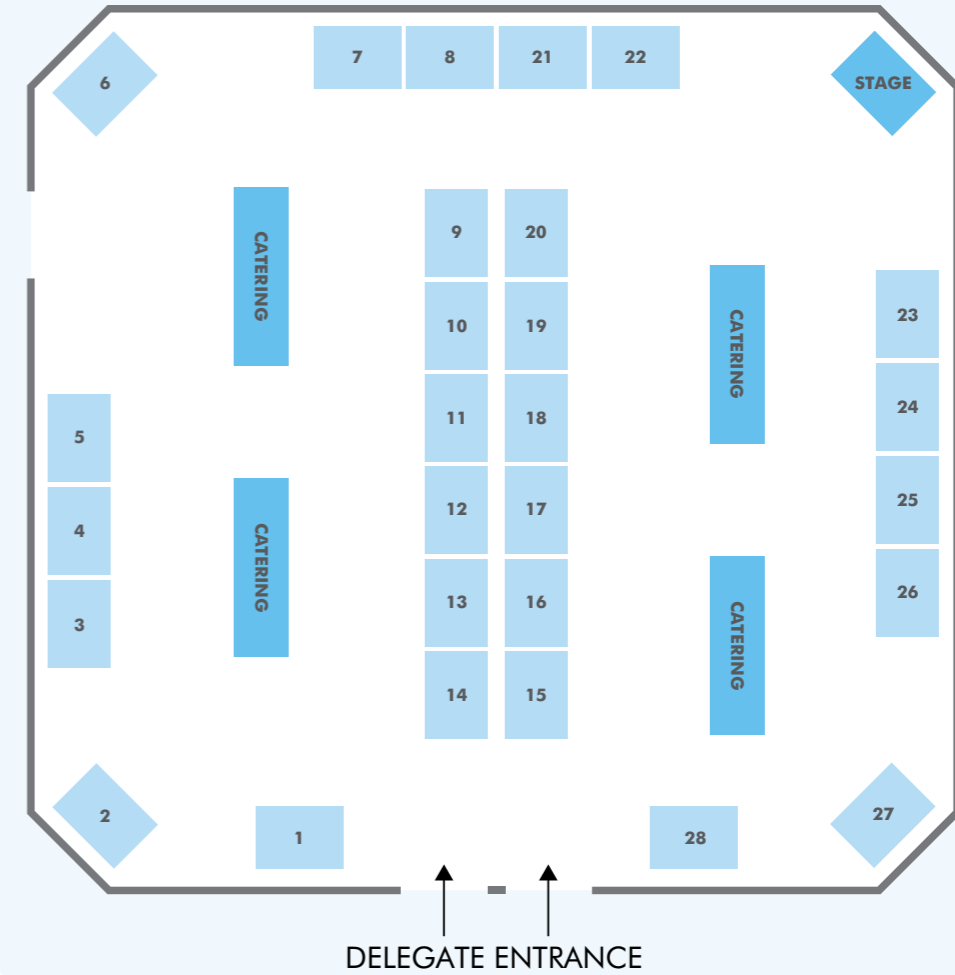
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Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
Blackbaud	27	Harris Hill Ltd	5	School Notices Limited	4
Blackbaud	28	Interactive Schools	1	SDS Group (Heritage archives & School Records Management)	23
Briconomics Ltd	3	InTouch Software	26	Smarteezie Ltd	9
Buffalo Fundraising Consultants	12	jumblebee Ltd	19	Society	7
Charles Stanley	20	Marts & Lundy	11	Socius	10
Factory	21	More Partnership	15	The Access Group	25
GG Media	6	Potentiality / WCBS SchoolALUMNI	16	ToucanTech	2
Graduway	14	Profile Editions	8	Trybooking.com	22
Graham-Pelton	13	RSAcademics	17	Fundraising Regulator – registration lobby	
Haime & Butler	24	Rux Burton Associates	18		

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We are grateful to IDPE's exhibitors for participating in the 2019 Annual Conference and we encourage you to make time over the next couple of days to meet your key suppliers and advisors to the sector. Exhibitors are located in the Exhibition Hall where all breaks and lunches take place. Visit 18 of the exhibition stands and you will be eligible to enter the IDPE meet the exhibitors prize draw for a chance to win one of the following prizes:

- 1st prize**
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- 2nd prize**
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- 3rd prize**
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Instructions

- To enter the prize draw simply:
1. Fill out your details on the reverse side
 2. Visit 18 different exhibition stands and obtain a representative's signature
 3. Submit this form by 13:15 on Tuesday 11 June to the IDPE registration desk

The winners will be announced during the lunch break on Tuesday 11 June. You must be present to collect the prize if you win. Sponsors, exhibitors and staff are not eligible.

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Monday 10 June 2019			Attend
	09:30 – 10:30	Registration	Exhibition Hall Foyer
	09:30 – 10:30	Morning coffee with sponsors and exhibitors	Exhibition Hall
	09:30 – 10:30	Networking for first-time delegates	Exhibition Hall
10:30 – 11:30	ALL	Opening and keynote address: Altitude and attitude: achieving the unachievable	Queens
11:40 – 12:40 Session 1	ALU	Widening and deepening engagement: the career support opportunity	Earls
	EXT	The other half of bursary fundraising: getting pupils through the door	Lancaster
	FDR	HOW TO: Raise more money with two little words: 'Thank you'	Dukes
	FDR	No time like the present	York
	PSC	Taking your school's pulse: alumni, donor and parent research reimaged	Kent
	SLP	Co-production: working together to achieve your school's vision	Queens
	12:40 – 13:40	Lunch with sponsors and exhibitors	Exhibition Hall
12:40 – 13:40	Networking for first-time delegates	Exhibition Hall	
13:00 – 13:40	Lunchtime workshops and fundraising clinic		
	PES	'It's good to talk': communication skills for the development professional	Lancaster
	PES	The art and science of planning for measurable success	York
		Fundraising clinic	Earls
13:45 – 14:30	ALL	Afternoon plenary: 20 years of IDPE: the impact of development on schools	Queens
14:40 – 15:40 Session 2	ALU	Alumni engagement, from the small detail to the big picture: using data to justify investment and demonstrate strategic impact	York
	EXT	HOW TO: Help (me) deliver #SocialMedia success	Dukes
	EXT	SLP Measuring impact right from the outset of a campaign	Queens
	FDR	The power of prospect research: bringing a game-changer to your fundraising	Earls
	PSC	Investing in a CRM: aligning tech to your school's development strategy	Kent
	SLP	Benchmarking: early findings and how to use them to advance your work	Lancaster
15:40 – 16:20	Afternoon tea with sponsors and exhibitors	Exhibition Hall	
16:25 – 17:10 Session 3	FDR	Making the most of the middle	York
	FDR	Fundraising campaign of the year award winners 2018	Dukes
	FDR	SLP What next? Moving beyond a campaign	Earls
	PES	Emotional intelligence: the key to success and well-being	Lancaster
	17:20 – 17:40	IDPE 2019 Annual General Meeting	York
17:40 – 19:15	Free time		
19:15 – 19:45	IDPE 2019 Development Awards Drinks Reception	Exhibition Hall	
19:45 – 22:30	IDPE 2019 Development Awards Dinner	Queens	

Tuesday 11 June 2019			Attend
	08:30 – 09:30	Registration	Exhibition Hall Foyer
	08:30 – 09:30	Morning coffee with sponsors and exhibitors	Exhibition Hall
09:30 – 10:15 Session 1	PES	Emotional intelligence: the key to success and well-being	Lancaster
	PES	The art of development directorship	York
	PES	Be a resilient leader: three ways to thrive at work and maximise your leadership potential	Earls
	PES	Perfectionism: how to silence your inner critic	Dukes
10:25 – 11:05	ALL	Morning plenary: Genuine impact through integrated bursary fundraising	Queens
	ALL	Morning plenary (state schools): Creating sustainable income streams: is regular giving possible in the state sector?	Dukes
	11:05 – 11:40	Mid-morning coffee with sponsors and exhibitors	Exhibition Hall
11:45 – 12:45 Session 2	ALU	Strategic planning: creating an active and engaged alumni community	Dukes
	EXT	Demonstrating value and impact	Queens
	FDR	Social fundraising for schools: using digital networks to raise more	Lancaster
	FDR	HOW TO: Write your first fundraising strategy	York
	PSC	Our shared vision	Kent
	SLP	The American way of fundraising: nope I don't think so	Earls
12:45 – 13:45	Lunch with sponsors and exhibitors	Exhibition Hall	
12:55 – 13:35	Lunchtime workshops and fundraising clinic		
	PES	Resilience: learning to rise	York
	FDR	Top tips for trust and grant applications	Kent
		Fundraising clinic	Earls
13:50 – 14:50 Session 3	ALU	International alumni strategy: small team, high impact	Dukes
	ALU	FDR A one-night stand or a marriage: when is the right time to make the ask?	Lancaster
	EXT	Engaging with your senior leadership: integrating external relations and development	Earls
	FDR	HOW TO: Deliver a major capital campaign	York
	FDR	SLP Beyond fundraising: franchising and other international partnerships	Queens
	PSC	How can an alumni and development database measure engagement successfully?	Kent
15:00 – 16:00 Session 4	ALU	EXT Marketing to your alumni: which channels generate the best results	York
	ALU	FDR Creating partnerships with parents	Earls
	EXT	HOW TO: Make your creative consultancy work for you	Lancaster
	FDR	SLP How much will it cost to get my child into your school? Ethics in educational fundraising: is it as cut and dried as it seems?	Dukes
	SLP	Effective trustee leadership: what board members, development professionals and heads must know	Queens
16:00		Conference Close	