

IDPE 2019 Annual Conference Programme

Headline sponsor



Streams: **ALL - Appropriate for everyone**

ALU - Alumni relations sponsored by Graduway



EXT - External relations

FDR - Fundraising sponsored by More Partnership



PES - Personal effectiveness

PSC - Product showcase

SLP - Strategy and leadership sponsored by Graham-Pelton



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
09:30-10:30	Morning coffee with sponsors and exhibitors
09:30-10:30	Networking for first-time delegates <i>sponsored by Graham-Pelton</i>
10:30-11:30	Opening and keynote address <i>sponsored by Rux Burton Associates</i>
ALL	<p>Altitude and attitude: achieving the unachievable</p> <p>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!</p> <p><i>Tori James, Speaker and Adventurer</i></p> <p>Chair: Karen Hartshorn, Director of Development, Pangbourne College</p>
11:40-12:40	Session 1
ALU	<p>Widening and deepening engagement: the career support opportunity</p> <p>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.</p> <p><i>Karen Jones, Development Manager, Fettes College; Emma McFadyen, Head of Alumni Relations and Volunteering, University of Exeter</i></p> <p>Chair: Caroline Monaghan, Radleian Society Manager, Radley College</p>

EXT	<p>The other half of bursary fundraising: getting pupils through the door</p> <p>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?</p> <p><i>Emily Clarke, Campaign Director, Highgate School</i></p> <p>Chair: Simon Jones, Director of Development, The Manchester Grammar School</p>
FDR	<p>HOW TO: Raise more money with two little words: 'Thank you'</p> <p>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.</p> <p><i>Nikki Bell, Fundraising Consultant, KEDA Consulting; Murray Lindo, Head of the Wellington Community, Wellington College</i></p> <p>Chair: Ed Lang, Managing Director, Buffalo Fundraising Consultants</p>
FDR	<p>No time like the present</p> <p>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.</p> <p><i>Camilla Mair, Development Manager, Woldingham School; Thomas Northcote, Development Director, The Leys; Katie Shama, Partner, Rux Burton Associates</i></p> <p>Chair: Karen Hartshorn, Director of Development, Pangbourne College</p>
PSC	<p>Taking your school's pulse: alumni, donor and parent research reimaged</p> <p>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.</p> <p><i>Rachel Petrie, Senior Advisor, RSAcademics</i></p> <p><i>Places are limited, please visit registration to reserve a place</i></p>
SLP	<p>Co-production: working together to achieve your school's vision</p> <p>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.</p> <p><i>Philip Britton, Headmaster; Laura Firth, Head of Development, Bolton School</i></p> <p>Chair: Jesse Elzinga, Headmaster, Reading Blue Coat School</p>
12:40-13:40	Lunch with sponsors and exhibitors
12:40-13:40	Networking for first-time delegates <i>sponsored by Graham-Pelton</i>
13:00-13:40	Lunchtime workshops and clinics
PES	<p>'It's good to talk': communication skills for the development professional</p> <p>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 focused calls that put you in the driving seat.</p> <p><i>John Rux-Burton, Founder and Managing Partner, Rux Burton Associates</i></p>
PES	<p>The art and science of planning for measurable success</p> <p>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.</p> <p><i>Simon Jones, Director of Development, The Manchester Grammar School</i></p>

	<p>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.</p>
13:45-14:30	Afternoon plenary
ALL	<p>20 years of IDPE: the impact of development on schools Our expert panel will explore the history and the emerging trends of school development across the wider fundraising sector. We'll discuss the impact of our work and how the 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</p>
14:40-15:40	Session 2
ALU	<p>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</p>
EXT	<p>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</p>
EXT/SLP	<p>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 Arbuthnott, 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</p>
FDR	<p>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</p>

PSC	<p>Investing in a CRM: aligning tech to your school's development strategy</p> <p>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.</p> <p><i>Dave Bunting, Account Executive, School Solutions, Blackbaud</i> <i>Places are limited, please visit registration to reserve a place</i></p>
SLP	<p>Benchmarking: early findings and how to use them to advance your work</p> <p>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.</p> <p><i>Andy Wood, Managing Director, Graham-Pelton</i> Chair: Matthew Dear, Director of Development, The Oundle Society</p>
15:40-16:20	Afternoon tea with sponsors and exhibitors
16:25-17:10	Session 3
FDR	<p>Making the most of the middle</p> <p>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.</p> <p><i>Rosie Dale, Partner, More Partnership</i> Chair: Louise Bennett, Deputy CEO, IDPE</p>
FDR	<p>Fundraising campaign of the year award winners 2018</p> <p>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.</p> <p><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</p>
FDR/SLP	<p>What next? Moving beyond a campaign</p> <p>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!</p> <p><i>Douglas Collins, Chief Executive, Harrow Development Trust</i> Chair: Colin Dudgeon, Development Director, Stowe School</p>
PES	<p>Emotional intelligence: the key to success and well-being</p> <p>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.</p> <p><i>Jo Beckett, CEO, IDPE</i></p>
17:20-17:40	IDPE 2019 Annual General Meeting
17:40 - 19:15	Free time
19:15 - 19:45	IDPE 2019 Development Awards Drinks Reception <i>sponsored by Blackbaud</i>
19:45 - 22:30	IDPE 2019 Development Awards Dinner <i>sponsored by Blackbaud</i>

Tuesday 11 June 2019

08:30-09:30	Registration
08:30-09:30	Morning coffee with sponsors and exhibitors
09:30-10:15	Session 1
PES	<p>Emotional intelligence: the key to success and well-being</p> <p>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.</p> <p><i>Jo Beckett, CEO, IDPE</i></p>
PES	<p>The art of development directorship</p> <p>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'.</p> <p><i>Debra Price, Head of Philanthropy, RSAcademics</i></p> <p>Chair: Louise Bennett, Deputy CEO, IDPE</p>
PES	<p>Be a resilient leader: three ways to thrive at work and maximise your leadership potential</p> <p>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. And it need not be this way. Gain the tools to help build your resilience and put meaning and fun back into your everyday.</p> <p><i>Charly White, Executive Coach and Trainer, Vivid Leadership Ltd.</i></p> <p>Chair: Melanie Bushell, Development Director, The Portsmouth Grammar School</p>
PES	<p>Perfectionism: how to silence your inner critic</p> <p>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.</p> <p><i>Gareth Davies, Director, The Bravest Path</i></p> <p>Chair: Kate Chernyshov, Director of Development, The King's School, Canterbury</p>
10:25-11:05	Morning plenary
ALL	<p>Genuine impact through integrated bursary fundraising</p> <p>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.</p> <p><i>Dr Martin Boulton, High Master, The Manchester Grammar School; John Cloughton, Senior Counsel, Graham-Pelton; Ian Davenport, CEO, Royal SpringBoard</i></p> <p>Chair: Elisabeth Anderson, Director of Development, Bryanston School</p>
ALL (state schools)	<p>Creating sustainable income streams: is regular giving possible in the state sector?</p> <p>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; 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.</p> <p><i>Stephen Locke, Bursar, Pate's Grammar School; Jackie McRoberts, Development Officer, The London Oratory School</i></p> <p>Chair: Clare Atkinson, Development Director, Dr Challoner's Grammar School</p>

11:05-11:40	Mid-morning coffee with sponsors and exhibitors
11:45-12:45	Session 2
ALU	<p>Strategic planning: creating an active and engaged alumni community</p> <p>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.</p> <p><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></p> <p>Chair: Anna Semler, Old Stoic Society Director, Stowe School</p>
EXT	<p>Demonstrating value and impact</p> <p>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.</p> <p><i>Bill Abraham, Director of Development; Holly Peterson, Head of Constituency Engagement, University of London</i></p> <p>Chair: Phillip Rothwell, Director of Development, Warwick Independent Schools Foundation</p>
FDR	<p>Social fundraising for schools: using digital networks to raise more</p> <p>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.</p> <p><i>Kathi Palitz, Database and Operations Manager, Dulwich College; Charlie Vass, Digital Services, Blackbaud</i></p> <p>Chair: Sam Corfield, Development Director, Lord Wandsworth College</p>
FDR	<p>HOW TO: Write your first fundraising strategy</p> <p>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.</p> <p><i>Christiane Dickens, Development Director, Cheltenham College; Cat Gransden, Director of Development, The Blue Coat School</i></p> <p>Chair: Rowena Gaston, Development Director, Canford School</p>
PSC	<p>Our shared vision</p> <p>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.</p> <p><i>John Rux-Burton, Founder and Managing Partner, Rux Burton Associates</i></p> <p><i>Places are limited, please visit registration to reserve a place</i></p>
SLP	<p>The American way of fundraising: nope I don't think so</p> <p>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.</p> <p><i>Nic Katona, Director of Philanthropy, University of Leicester</i></p> <p>Chair: Stephanie MacMillan, Director of Development, Alleyn's School</p>
12:45-13:45	Lunch with sponsors and exhibitors
12:55-13:35	Lunchtime workshops and clinics

PES	<p>Resilience: learning to rise</p> <p>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.</p> <p><i>Gareth Davies, Director, The Bravest Path</i></p>
FDR	<p>Top tips for trust and grant applications</p> <p>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.</p> <p><i>Sharon Noble, Development Manager, Chestnut Grove Academy</i></p>
	<p>Fundraising clinic</p> <p>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.</p>
13:50-14:50	Session 3
ALU	<p>International alumni strategy: small team, high impact</p> <p>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.</p> <p><i>Michelle Cruickshank, Alumni Relations Officer, Institute of Development Studies</i></p> <p>Chair: Kate Jillings, Co-Founder, ToucanTech</p>
ALU/FDR	<p>A one night stand or a marriage: when is the right time to make the ask?</p> <p>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.</p> <p><i>Pippa Blackstone, Director of Development and Alumni Relations, Tonbridge Grammar School; Simon Jones, Director of Development, The Manchester Grammar School</i></p> <p>Chair: Jan Perrins, Development Director, Marlborough College</p>
EXT	<p>Engaging with your senior leadership: integrating external relations and development</p> <p>The Abbey, 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 refocussed budgets and staff output on achieving the school's strategic business goals.</p> <p><i>Craig Andrew, Head of External Relations; Julie Cornell, Governor; Rachel Dent, The Head, The Abbey School, Reading; Jane Pendry, Senior Coach, Socius</i></p> <p>Chair: David Jenkins, Director, Socius</p>
FDR	<p>HOW TO: Deliver a major capital campaign</p> <p>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.</p> <p><i>Chris Goldie CFRE, Director, Gifted Philanthropy; Joanne Joyce, Director of Development and Alumnae Relations, Wimbledon High School</i></p> <p>Chair: Scott Sheridan, Director of Development and Engagement, Brighton College</p>
FDR/SLP	<p>Beyond fundraising: franchising and other international partnerships</p> <p>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.</p> <p><i>Karen Li, Chief Executive, Driving Force; Nick Pettingale, Director of External Relations, Ellesmere College</i></p> <p>Chair: Sean Davey, Head of Foundation and International Business Development, Reigate Grammar School</p>

PSC	<p>How can an alumni and development database measure engagement successfully?</p> <p>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.</p> <p><i>Joel Trotman, Senior Business Consultant, The Access Group</i> <i>Places are limited, please visit registration to reserve a place</i></p>
15:00-16:00	Session 4
ALU/EXT	<p>Marketing to your alumni: which channels generate the best results</p> <p>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.</p> <p><i>Fran Reid, Development and Alumni Manager, Mount Kelly School; Ann Saffery, Development and Alumni Manager, Aldenham Foundation</i> Chair: Peter Jakobek, Assistant Head, Alumni and Events, Bristol Grammar School and Chairman, AROPS</p>
ALU/FDR	<p>Creating partnerships with parents</p> <p>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.</p> <p><i>Tara George, Development Director, St Benedict's School; Sharon Noble, Development Manager, Chestnut Grove Academy</i> Chair: Kerry-Jane Packman, Development and Membership Director, Parentkind</p>
EXT	<p>HOW TO: Make your creative consultancy work for you</p> <p>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.</p> <p><i>Eleanor Merrick, Director, Alumni, Development and Careers, Roehampton University; Geoff Nicol, Founder and Creative Director, Onthree Design Limited; Nick Smith, Director, AirBounce</i> Chair: Hannah Hamilton, Director of Development and External Relations, Stamford Endowed Schools</p>
FDR/SLP	<p>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?</p> <p>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.</p> <p><i>Ian MacQuillin, Director, Rogare - The Fundraising Think Tank</i> Chair: Marc Whitmore, Partner, More Partnership</p>
SLP	<p>Effective trustee leadership: what board members, development professionals and heads must know</p> <p>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.</p> <p><i>Charles Platt, Senior Counsel, Graham-Pelton; Mark Taylor, Chair, AGBIS and Bursar, The King's School, Canterbury; Elizabeth Zeigler, President and CEO, Graham-Pelton</i> Chair: Andrew Beales, Development Director, Durham School</p>
16:00	Conference Close