



EDUCATE PLUS INTERNATIONAL CONFERENCE

ADELAIDE CONVENTION CENTRE

29 MARCH - 1 APRIL 2021

epadelaide2020.edu.au



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SOCIAL PROGRAM

Monday 29 March Welcome Function

Kick start your conference by attending the welcome reception at one of the most picturesque sporting grounds in the world the Adelaide Oval. Included with your full registration.

SPONSOR: MARTS & LUNDY

Tuesday 30 March Chapter Dinners 7pm

Collaborate, network and have fun with your chapter colleagues at these informal dinners. Separate registration will be required. Further details will be available shortly.

Wednesday 31 March Fuego Gala Evening

Join us for the social highlight of the Conference, to be held at the National Wine Centre of Australia. Unwind with friends and colleagues over fabulous food and drinks while being entertained!

Dress code: a touch of red!

Tuesday 30 March Networking Lunch

Included in your day or full registration.

SPONSOR: PARASHIFT

Wednesday 31 March Breakfast Blitz

Join us for a complimentary breakfast and hear from 10 fabulous Award finalists.

Awards Lunch

Enjoy a 2-course lunch while we celebrate the achievements of our award winners. Included in your full registration.

SPONSOR: GLOBAL PHILANTHROPIC



HIGHLIGHTED SPEAKERS

IAN TAYLOR FOUNDER/MANAGING DIRECTOR AT ANIMATION RESEARCH NZ

Profoundly inspiring, deeply thought provoking, refreshingly authentic – prepare to be informed educated and inspired by this humble, accomplished and multi awarded innovator. Ian challenges the status quo of our societies and addresses important social issues relating to our educational system and its impact on our people. The switched on, creative, solutions focused, 'Don't see why not!' thinking of this innovator will stay with you for ever.



KAREN GATELY AUTHOR, SPEAKER, ADVISER, COACH AND EDUCATOR

Karen is a highly-acclaimed human performance and leadership expert. She is a passionate educator who began her career as a teacher and continues her love of teaching through the work she does with schools and businesses across Australia. She provides coaching, advice and workshops aimed at enabling school boards, principals, leadership teams and students to be at their best. She is a prolific writer and media commentator.



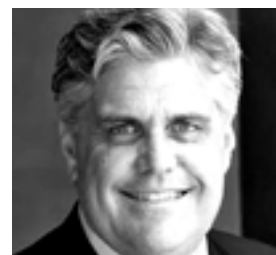
CHRISTINE NIXON FORMER CHIEF COMMISSIONER AT VICTORIA POLICE

Christine Nixon APM is an Australian former police officer who was the chief commissioner of Victoria Police, being the first female chief commissioner in any Australian state police force. After leaving Victoria Police, she was appointed as chair of the Victorian Bushfire Reconstruction and Recovery Authority. Christine was the 19th Chief Commissioner of Victoria Police, the first woman to become a police commissioner in Australia.



TAYLOR STOCKDALE PRESIDENT/HEADMASTER - THE WEBB SCHOOLS US

Taylor Stockdale is currently serving as the sixth Head of Schools of The Webb Schools, located in Claremont, California. Stockdale is a leading American educator with more than 30 years of experience in independent schools in the United States. He is a noted authority on educational leadership, school governance and is currently in the final stages of a \$100 million campaign to celebrate the schools Centennial in 2022.



KRISTA SLADE DIRECTOR, STRATEGIC PARTNERSHIPS - UNIVERSITY OF TORONTO

Krista Slade has worked in educational advancement for 25+ years, building a global career with institutions such as the University of Toronto, University of Melbourne, CASE and the Rhodes Scholarships. She has extensive experience in alumni engagement, institutional strategy, principal gift fundraising and volunteer management. She is a CASE Laureate and Crystal Apple recipient.



SIMON JONES DIRECTOR OF DEVELOPMENT - MGS

Simon was educated at MGS, Exeter and Bordeaux Universities, before completing his MBA at the University Of Leicester School of Management UK. After an academic career teaching geography, Simon has lead the Development Office at MGS since 2010, overseeing the School's quinqucentenary celebrations in 2015 and the Next 500 bursary appeal. He is a regular speaker at development and alumni relations conferences around the world.



ANDREW GOSSEN EXECUTIVE DIRECTOR, DIGITAL AT CORNELL UNI, US

Andrew joined Cornell University in 2010 from Princeton, where he spent eight years in alumni affairs in a number of diverse roles. His main focus is using digital technologies, including social media, to build audiences and mobilize them on behalf of Cornell. He holds a Bachelor's Degree from Princeton and a Doctorate in social anthropology from Harvard University. He is a social media strategist with a strong Advancement background.



BRENDA TOURNIER ASSOCIATE DIRECTOR, ALUMNI RELATIONS AND ADVANCEMENT, UNIVERSITY OF PORTSMOUTH UK

Brenda has worked in the field of University Advancement for 15 years, following a varied career that ranges from marketing management, business consulting and community relations to several successful years as an entrepreneur. Recently, she moved from her role at the University of Western Australia to lead a budding Advancement team at the University of Portsmouth in the UK.



PRE-CONFERENCE PROGRAM

29 March

Capital Campaigns Masterclass

A full day program for advanced fundraisers - key components in developing a Capital Campaign. **Brad Fenner** Headmaster, Prince Alfred College **Dr John Newton** Principal and CEO, Scotch College Adelaide **Abhra Bhattacharjee**, Director of Philanthropy & External Relations, Scotch College Adelaide

Discovering Advancement Masterclass

Key fundamentals of Advancement: Admissions, Marketing, Fundraising & Alumni. For those new to Advancement & those with multiple roles. Opportunities to network and share experience with fellow delegates in similar roles **Russell Davidson**, **Sue Russell**, **Lea Walker Franks**, **Naomi Wilde**, **Myfanwy Stanfield**

Planning the Perfect Presentation

Being a confident, clear and a well presented speaker is an essential skill. Communicating new ideas, solutions and concepts in a manner which is concise, punctual, and to a high level of detail, is a priceless ability to acquire and maintain. **Cameron Pegg**, Content Strategist, Writer, Editor, Speaker, Trainer

Social Media Advertising

Social media is an integral part of a school's marketing and communications strategy. It provides a platform to authentically share our school's story and celebrate the many amazing things that go on these vibrant and dynamic learning hubs every day, allowing us to engage with our community and strengthen our brand. Join Claire to learn the latest trends, tips and tricks to get maximum impact for our time and money. **Claire O'Connell** Managing Consultant, The Classroom, Social Media Agency

Video & Cinematography iPhone Workshop

Pre-conference workshop is a half day hands on interactive how to shoot video on iPhones. Many schools do not have budgets for professional videography so they will be very keen to know how to make great films themselves. It may be for a fundraising campaign, an Alumni event, highlighting special stories or a campaign to an Open Day and attract enrolments. **Jason Van Genderen** We are Treehouse, Filmbreaker, Creative Agitator, Media Presenter

CONFERENCE PROGRAM

30 March - 1 April

Admissions

Alumni, Community Relations & Events - School

Alumni - Advanced/ Tertiary

Fundraising - School

Philanthropy - Advanced/ Tertiary

Marketing & Communications

Leadership & General Advancement

General Advancement - Advanced/ Tertiary

Pillars

Each pillar comprises a substantial line-up of leading speakers from New Zealand, Canada, Australia, the USA, UK and Singapore; providing knowledge, insights and expertise that will inspire and inform even the most experienced practitioner.

Breakfast Blitz - Award Winning Case Studies (31 March)

Finalists from the Awards Program will be invited to present at the Breakfast Blitz on their 'program of excellence' during a complimentary breakfast session on the Thursday. The winners will be announced at the Awards lunch - enjoy a 2-course lunch while we celebrate the achievements of our award winners. Included in your full registration.

Awards Program

Member submissions and nominations for the Educate Plus Excellence Awards Program, are now open. You can find out more [here](#).

If you are not already a member and have an award-worthy project, sign up for membership now.

Registration & Pricing

Early Bird available until 31 December (*price does NOT include GST): ***\$1240 Members | \$1640 Non-Members**

Please note that 'Full registration' includes:

Welcome Drinks, Awards Lunch and Gala Function.

Pre-Conference, Day rates, accommodation and flight packages are available.

Full Registration (*price does NOT include GST):

***\$1390 Members | \$1790 Non-Members**

For more details and to register online visit

epadelaide2020.edu.au



Subject: Request to attend Educate Plus 2021 Adelaide International Conference

I am writing to request approval to attend the [Educate Plus 2021 International Conference](#) being held 29 March - 1 April in Adelaide, Australia.

This is the premier event for advancement professionals across Australasia. It will provide me with significant opportunities to learn about leading practices, with over 80 leading practitioners from Australasia, USA and UK presenting. It will also provide me with the opportunity to network and see examples of excellence from across the country.

By attending the conference, I will gain insights from project leaders and industry influencers. I will be able to share those learnings with other team members so that benefits gained go beyond me and will positively impact our organisation.

The Educate Plus 2021 International Conference provides an invaluable opportunity to:

- Learn and up-skill by attending a variety of conference sessions, including keynote presentations, concurrent sessions and workshops.
- Over 98% of delegates achieved their outcomes in attending the last Educate Plus International Conference. Click here to view the [2018 Conference](#) wrap video.
- Hear from local and international thought-leaders on emerging topics and trends.
- Network with 700+ advancement practitioners and like-minded peers.
- Discover the latest innovations, products and services on show at the exhibition.

The conference has seven concurrent streams which will cover:

- | | |
|---|--|
| • Admissions | • School Fundraising |
| • Advanced and Tertiary Fundraising | • School Alumni and Community engagement |
| • Advanced and Tertiary Alumni and Community Engagement | • Marketing and Communications |
| • Leadership and General Advancement | |

Each stream includes Master Class programs, round-table opportunities to discuss key challenges, as well as practical sessions with the aim of providing me with a range of strategies to implement in our organisation. There is also a comprehensive range of [pre-conference sessions](#) for those new to the sector or those wishing to expand on their skills for the advancement of their career.

I am seeking permission to attend, as I believe this is an unparalleled opportunity to develop my professional skills, whilst also representing our institution. You can see the current draft conference program [HERE](#).

Here is a breakdown of conference costs (other rates available [here](#)):

Conference fee: \$1240 (Early Bird rate)

Airfare: \$

Accommodation: \$

TOTAL including GST: \$

Thank you for considering this request. I look forward to your reply.

Kind regards,

<Name>