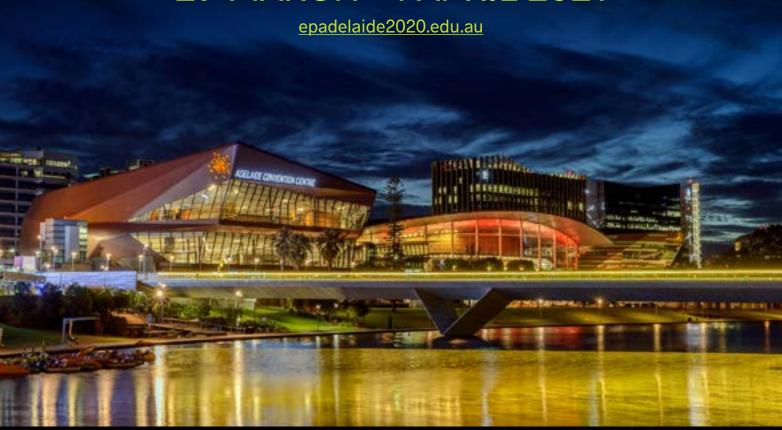


EDUCATE PLUS INTERNATIONAL CONFERENCE

ADELAIDE CONVENTION CENTRE

29 MARCH - 1 APRIL 2021



Platinum Partners





















International Conference Sponsors

MMG + Education

Parashift











'A' trybooking

DIGISTORM









mycause

Marts&Lundy

Leonards









educate 2021 Adelaide

MONDAY 29 MARCH - PRE-CONFERENCE PROGRAM (SUBJECT TO CHANGE)

FULL DAY WORKSHOP

Social Media

Alfred College Dr John Newton
Principal & CEO Scotch College
Abhra Bhattacharjee Director of
Philanthropy Scotch College Claire O'Connell. The Classroom NZ

HALF DAY WORKSHOP Video and Cinematography iPhone Workshop

HALF DAY PRESENTATION SKILLS WORKSHOP

Planning the Perfect Presentation

and Digistorm offering free consultations and /or advanced

Admissions

Reporting to the Board

State Manager SA/NT Australian Institute of

Your Legal Questions

Practice Leader Moores

Gender Diversity in Schools; Moving Towards

Julianne Brandon
Director of Community
Engagement at Carey
Baptist Grammar School
Skye Rose Practice

ader Moores Lawvers

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Admissions Issues

Senior Admissions

Practitioners to lead

Creating an Admissions

Director Adelaide MBA at University of Adelaide

Plan - Practical double

Damian Scanlon

Leading Admissions

Registrar St Andrew's

Cathedral School

Customer Journey

Practices

Mapping

Speaker TBC

Data Analysis

Greg Campitelli

Director Campitelli

Managing your Funnel

Chris Lang Director

Consultancy (VIC)

Bruce Perry

Skve Rose

Lawyers

Company Directors

Clinton Jury AICD

FULL DAY MASTERCLASS
Capital Campaigns
Brad Fenner Headmaster Prince Full day HALF DAY 9.00am WORKSHOP

Discover Advancement

Advanced/Tertiary General Advancement

Digital Engagement (Concurrent session)

Andrew Gossen TBC

Cornell University US

John Bird

Executive Director Digital at

How are you doing? The Truth about Your Database!

Associate Director Business

Session Title TBC (Concurrent session)

Brian Soucie Head of

Intelligence Auckland University

Advancement Systems
Advancement Systems
Australian National University
John Bird Associate Director
Business Intelligence Auckland
University

The Closing of Auckland University's \$300m Campaigr For All Our Futures

Mark Bentley Director Alumni

Relations and Development

University of Auckland

Session Title (Panel) TBC

Executive Director Digital at

Nick Blinco, Rebecca Hazell irector of Advancement, Office of Alumni and Philanthropy

Newcastle

Global Engagements and

Getting to the Heart - How to Tell a Good Story

Associate Director Alumni

Director of Advancement, Office of Alumni and Philanthropy - Global Engagements and

Partnerships, Newcastle University

Growing Leadership through

Relations and Advancement University of Portsmouth UK

Andrew Gossen

Cornell University US

Other Speakers TBC

Title TBC

Partnerships

University **TBC**

Brenda Tournier

Session Title TBC

Rebecca Hazell

Philanthropy

Prof. Marnie Hughes-Warrington

Session Title TBC

Speaker TBC

Deputy Vice Chancellor -Research and Enterprise University of South Australia

CONFERENCE CONCLUDES

4.30pm

10.30am

11.30am

11.35am

12.35pm

1.30pm

2.30pm

2.35pm

3.35pm

9 - 10am

10.30am

11.30am

11.35am

12.35pm

2.15pm 3.15pm

3.20pm

9 - 10am

10.10am

11.10am

11 30am -

12.30pm

12.35-1.35pm

2pm

Alumni Schools

Viewing Alumni Relations

Through a Developmental Lens (Part 1)

Director of Development The Manchester Gramma

The Manchester Grammar School UK

Building a Volunteer Army

Measuring and Reporting Alumni Engagement

Finding Lost Alumni – Smart, Best Practice Tips, Tricks and Services

KEYNOTE ADDRESS: SUCCEFDING IN COMPLEX CIRCUMSTANCES CHRISTINE NIXON APM Former Chief Commissioner at Victoria Police

Viewing Alumni Relations

Through a Developmental Lens (Part 2)

Director of Development The Manchester Grammar School UK

Alumni Advisory Boards

of School Development and Community Relatio

Haileybury Brad Hyde

Haileyburians Association

Linked In - the "Must Have" Alumni "Locate & Connect"

Alumni Relations Initiatives

that Work! - Who? What?

Alastair Lee Director

AlumGrow Consultancy

Staying Connected with Gen Y and Gen X Alumni

Building Student and Alumni Brand Ambassadors

Speaker TBC

Speaker TBC

KEYNOTE ADDRESS: HUMAN PERFORMANCE AND LEADERSHIP KAREN GATELY MD The Corporate Dojo

President of the Old

Tool

THURSDAY 1 APRIL - EXCELLENCE IN OUR PROFESSION - SERIES OF 10 minute TEDx PRESENTATIONS

Speaker TBC

Russell Davidson Director

ations,

Speaker TBC

Simon Jones

WEDNESDAY 31 MARCH - AWARDS BLITZ: AWARD-WINNING CASE STUDY PRESENTATIONS

Alastair Lee Director

Helen Karapandzic

Relations Concordia

College

Director of Community

Simon Jones

Fundraising Schools

Philanthropy - In conversation

Developing Culture of

Jo Hutchens Arden

Building a culture of

University of Toronto

Donor Stewardship - In

Sue Felton Melbourne

Sue Felton Melbourne
Grammar School Tim
Shearer Scotch College John
Philips Brighton Grammar
School Nick Jaffer Global
Philanthropic (Moderator)

Preparing to Make the Ask

Head of The Webb Schools

Donors' Perspectives - In

Bradley Fenner, Prince Alfred College (Moderator)

Head of Schools, The Webb Schools CA USA

Major Giving - Principal

Education

Bequests

Krista Slade

Gift Fundraising in Higher

Director Strategic Partnerships, University of Toronto

Garry Pierson Geelong Grammar School **Speaker** TBC

Leading Practice Donor

conversation with

Communications Panel - in

Nick Lee Jodi Lee Foundation

Brendan McAloon Geelong
Grammar Rachel Bailey
The Nature Conservancy
Helen Astbury AntiCancer Council Queensland
Daniel McDiarmid AskRIGHT

Integrated Annual Giving -from Single Gifts to Bequests

Carl Young Philanthropy

and Fundraising Director Peter MacCallum Cancer

Foundation

Brendan McAloon Geelong

conversation with:

Making the Case

Taylor Stockdale

TBA

Taylor Stockdale

(California)

conversation with

Krista Slade

philanthropy (international)

Director Strategic Partnerships

Christine Hodgkinson School Abhra Bhattacharjee Scotch College Ann Badger Marts & Lundy (Moderator)

Jason van Genderen Treehouse Creative

Cameron Pegg
Content and storytelling strategist
Cameron Pegg Marketing

Marketing & Communications

Digital Engagement (Concurrent session)

Executive Director Digital

Engaging with today's students, Communicating

with Prospective Parents

Director of Communications

Creating Content That Connects

Secret's to Mastering your Smartphone's Camera

Jason van Genderen

Founder of Treehouse

Film Academy and The

Reputation Management

How to Protect your School

Managing Director Elevate Communication Content to make your

Frank Chamberlin

Director Action Words

The Biggest mistakes made

on LinkedIn Company/

Marketing Strategy Plan on a Page, one Vision, one Voice

Managing Director Elevate Communication

Peter Rufus Brand

Nick Price Creative

Nicknack

gist Nicknack

and Managing Director

Social Media Intelligence

Louise Pogmore

KPMG

Director Social Media

School Pages

Jillian Bullock

LinkedIn Ninia

Mel Deacon

Perception is Reality

in 2020

Mel Deacon

Creative the Pocke

Claire O'Connell

The Classroom N7

Ashlev Fell

McCrindle

at Cornell University US

Andrew Gossen

Half day 1.00pm 4.30pm Sue Russell Lea Walker Franks. Naomi Wilde, Myfanwy Stanfield

m	TUESDAY 30 MARCH -	CONFERENCE OFFICIAL OPENING & W

VELCOME

Brian Soucie

Giving Days

Executive Director of

Session Title TBC (Concurrent session)

Brian Soucie Head of

rnational Development

UNSW Additional Speaker TBC

Advancement Systems
Australian National University
John Bird Associate Director
Business Intelligence Auckland
University

How Engaging Alumni can Support Recruitment Activity

Executive Director Student

University of Canterbury

Developing Academic

Nick Blinco

Champions - in conversation

Where in the World is Your

Uni? Building a Case for Global Philanthropy

Ivan Shin Executive Director

of International Development UNSW **Tara Turner** Director

Better Together: the Integration

Philanthropy University of Queensland

of Fundraising and Alumni

Associate Director, Alumni Relations and Advancement University of Portsmouth UK

circle talk with advancement

Kamyra Laurenson Director

of Advancement UQ Jenn Parsons Alumni Engagement

Donor Story of Stewardship, Why Give Back? - in

The Founders Pledge in Australasian Higher Ed - How

Tara Turner Director Global

lara Turner Director Global
& Institutional Philanthropy
University of Queensland Naomi
Wilde Senior Development
Consultant University of
Canterbury NZ

conversation with TBC

Speaker TBC

and Why?

Round Table - facilitated

Global & Institutional

Relations

Brenda Tournier

professionals

Manager UWA

Services & Communications

Lvnn McCelland

Ivan Shin

KEYNOTE ADDRESS: BLAZING A TRAIL OF GLOBAL IMPACT Ian Taylor CNZM

9 - 10am

8.30 - 9an

THESE BY SO MARCH WELCOME PEOPPTION A July 14 Co.									
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E 20 720mm	THESDAY 20	MARCH WEI	COME DE	CEDTION	Adalaida O	val.

- For those new to Advancement & those with multiple roles Russell Davidson,
 - Advertising Workshop

Advanced/Tertiary

Philanthropy/Alumni

Head of Advancement Systems

Australian National University

Data Solutions, Title TBC

training and practical instruction

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Leadership

& General

Advancement

Hacking your Sleep for Ultimate Performance

Dr Carmel Harrington

Hospital Westmead

Sleep for Health Children's

Leveling the playing field

Mariam Veiszadeh

Diversity & Inclusion

Council Australia

Ashley Fell

McCrindle

Practitioner, Diversity

Leading Teams in Changing Times

Director of Communications

The Neuroscience of Leadership and Performance

EnHansen Performance

Quietly Powerful: Use

Founder and Director -Quietly Powerful

Strategy Development and

Former Chief Commissioner at Victoria Police

Compelling Leadership: The

Head St Paul's School QLD

Cultures and Performance Measurement

Diversity & Inclusion Consultant People Culture

Human Connection:

Harnessing Great

MD Corporate Dojo

'Rethinking Success' Success in the Fourth Industrial Revolution

Director Sydney Business Insights, The University of

Sydney (Business School)

Relationships

Karen Gately

Dr Sandra Peter

SPONSORED BY HUMANITIX

Importance of Trust and How

Megumi Miki.

Christine Nixon

to Get It

Dr Paul Browning,

Healthy Workplace

Joydeep Hor

SPONSORED BY ENQUIRY TRACKER

your Quiet Nature as Your Leadership Strength

Kristen Hansen

SPONSORED BY **DIGISTORM**

HALF DAY WORKSHOPS

Separate training sessions from Synergetic, Potentiality, Charidy

SPONSORED BY MARTS & LUNDY



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 quincenteenary 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.

















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
- Advanced and Tertiary Fundraising
- Advanced and Tertiary Alumni and Community Engagement
- Leadership and General Advancement

- School Fundraising
- School Alumni and Community engagement
- Marketing and Communications

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):

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

Kind regards,

<Name>

Conference fee: \$1240 (Early Bird rate)

Airfare: \$

Accommodation: \$

TOTAL including GST: \$

