

educate *plus*  2021 Adelaide
reignite

EDUCATE PLUS INTERNATIONAL CONFERENCE

ADELAIDE CONVENTION CENTRE

6 - 9 SEPTEMBER 2021



epadelaide2021.edu.au

MONDAY 6 SEPTEMBER - PRE-CONFERENCE PROGRAM (SUBJECT TO CHANGE)

<p>Full day 9.00 - 4.30</p> <p>Half day 1.00 - 4.30</p>	<p>FULL DAY WORKSHOP Discover Advancement For those new to Advancement & those with multiple roles Russell Davidson Haileybury Sue Russell St Aidan's Anglican Girls' School Ana Gozalo Scotch College Susie Gill St Catherine's UWA</p> <p>(PARTNER GEMBRIDGE AUSTRALIA)</p>	<p>HALF DAY WORKSHOP Social Media Advertising Workshop Claire O'Connell Director The Classroom NZ</p>	<p>FULL DAY MASTERCLASS Capital Campaigns Michelle Carroll Principal St Catherine's School Bradley Fenner Headmaster Prince Alfred College Dr John Newton Principal & CEO Scotch College Co-Presenters & <i>facilitators</i> Abhra Bhattacharjee Director of Philanthropy Scotch College Ann Badger Senior Consultant & Principal Marts & Lundy</p>	<p>HALF DAY WORKSHOP Video and Cinematography iPhone Workshop Jason van Genderen Founder of Treehouse Creative Director of Oma's Applesauce Productions World's 1st Filmbreaker</p>	<p>HALF DAY PRESENTATION SKILLS WORKSHOP Planning the Perfect Presentation Cameron Pegg Content and storytelling strategist Cameron Pegg Marketing</p> <p>(PARTNER SALESFORCE)</p>	<p>HALF DAY WORKSHOPS Separate training sessions from: Synergetic Potentiality Enquiry Tracker Digistorm offering free consultations and/or advanced training and practical instruction</p>
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5.30 - 7.30	WELCOME RECEPTION Adelaide Oval					PARTNER MARTS & LUNDY
7:45	CHAIRMAN'S DINNER (By invitation only)					

8.30 - 9.00 TUESDAY 7 SEPTEMBER - CONFERENCE OFFICIAL OPENING & WELCOME

9.00 - 10.00	KEYNOTE ADDRESS: BLAZING A TRAIL OF GLOBAL IMPACT Sir Ian Taylor CNZM					PARTNER AskRIGHT
10.00 - 10.30	MORNING TEA					

	Tertiary	Alumni	Fundraising <small>PARTNER - AskRIGHT</small>	Marketing & Communications <small>PARTNER - Humanitix</small>	Admissions <small>PARTNER - Digistorm</small>	Leadership <small>PARTNER - School Photographer</small>
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10.30 - 11.30	<p>Positioning your Digital Program for Success in Advancement Andrew Gossen Executive Director Digital Cornell University US</p>	<p>Programs Linking our Young Alumni Speaker TBC</p>	<p>Developing Culture of Philanthropy - <i>In conversation with:</i> Jo Hutchens Arden Anglican School Abhra Bhattacharjee Scotch College Ann Badger Marts & Lundy (<i>Moderator</i>)</p>	<p>Positioning your Digital Program for Success in Advancement Andrew Gossen Executive Director Digital Cornell University US</p>	<p>Data Mining for Gold Antony Campitelli Director Enquiry Tracker California US</p> <p>CONFERENCE PLATINUM PARTNER</p>	<p>Sleep - the forgotten strategy for achieving our personal best Dr Carmel Harrington Research Fellow Westmead Children's Hospital</p>
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11.35 - 12.35	<p>Authentic voices: how alumni make the best recruiters Jenn Parsons Alumni Engagement Manager The University of Western Australia</p>	<p>Stories with Impact Leveraging Your Archives to Build Community Engagement Helen Karapandzic Director of Advancement Prince Alfred College Kate Pulford Archivist Prince Alfred College</p>	<p>Building a culture of philanthropy (international) Krista Slade Leader in international relationship management University of Toronto Naomi Handley Director of Advancement University College University of Toronto Nell Redley Director of Strategic Initiatives University of Toronto Arts & Science</p>	<p>Creating content that converts Natalie Khoo Founder & Director Avion Agency</p>	<p>Your Legal Questions Answered Skye Rose Practice Leader Moores Lawyers</p>	<p>Levelling the playing field Mariam Veiszadeh Diversity & Inclusion Practitioner Diversity Council Australia</p>
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12.35 - 1.30 NETWORKING LUNCH

1.30 - 2.30	<p>Partnering with Advancement to enhance brand and reputational perception Angelo Kourtis VP People and Advancement Western Sydney University</p>	<p>Measuring and Reporting with Impact in Alumni Relations Alastair Lee Director AlumGrow Consultancy</p>	<p>Donor Stewardship - <i>In conversation with:</i> Sue Felton Methodist Ladies' College Tim Shearer Scotch College John Phillips Brighton Grammar School Nick Jaffer Global Philanthropic (<i>Moderator</i>)</p>	<p>Creating and evaluating an effective paid advertising campaign on social media Claire O'Connell Director The Classroom NZ</p>	<p>Gender Diversity in Schools; Moving Towards Inclusion Julianne Brandon Director of Community Engagement Carey Baptist Grammar School Skye Rose Practice Leader Moores Lawyers</p>	<p>Quietly Powerful: Use your Quiet Nature as Your Leadership Strength Megumi Miki Founder and Director Quietly Powerful</p>
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2.35 - 3.35	<p>The Founders Pledge in Australasian Higher Ed - How & Why? Tara Turner Director Global & Institutional Philanthropy University of Queensland Naomi Wilde Development and Alumni Manager Lincoln University</p>	<p>Finding Lost Alumni - Smart, Best Practice Tips, Tricks and Services Chanel Hughes Senior Consultant / Head of Marketing Australia Global Philanthropic</p>	<p>Ensuring that capital campaigns make rather than break your institution Daniel Martin Director of Foundation St Aloysius' College Ivan Shin Director of Development and Philanthropy Centenary Institute</p>	<p>Secrets to Mastering your Smartphone's Camera Jason van Genderen Founder of Treehouse Creative Director of Oma's Applesauce Productions World's 1st Filmbreaker</p>	<p>How to Bring Your 'A Game' - All of The Time Pauline Triggiani Managing Director Priority People Consulting Ltd</p>	<p>The Neuroscience of Leadership and Performance Kristen Hansen CEO EnHansen Performance</p>
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3.45 - 4.45	PARTNER COCKTAILS					
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7:00 - late	CHAPTER DINNERS (Various venues)					
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7.30 - 8.55	WEDNESDAY 8 SEPTEMBER - AWARD-WINNING CASE STUDY PRESENTATIONS					PARTNER GLOBAL PHILANTHROPIC
9.00 - 10.00	KEYNOTE ADDRESS: SUCCEEDING IN COMPLEX CIRCUMSTANCES CHRISTINE NIXON APM Former Chief Commissioner at Victoria Police					PARTNER DIGISTORM
10.00 - 10.30	MORNING TEA					
10.30 - 11.30	When you are a COVID hotspot, success is contagious and negative results are celebrated! Mandy McFarland Director of Advancement St Catherine's College UWA	Alumni Relations Initiatives that Work! - Who? What? How? Alastair Lee Director AlumGrow Consultancy	What's next in Fundraising - lessons learned and rebuilding /next steps from the coronavirus crisis' Chris Klaassen Consultant NZ Olympic Committee AUT University	Reputation Management - Perception is Reality. How to Protect your School Mel Deacon Managing Director Elevate Communication	Building admission journeys that connect and convert Timo Nieuwoudt Snr Marketing Manager Digistorm	Compelling Leadership: The Importance of Trust and How to Get It Paul Browning Head St Paul's School
11.35 - 12.35	Through the looking glass - what are the key predications for International Development post 2020 Ivan Shin Director of Development and Philanthropy Centenary Institute Tara Turner Director Global & Institutional Philanthropy University of Queensland	LinkedIn- The Must Have Alumni 'Locate & Connect' Tool Jillian Bullock Certified LinkedIn Specialist LinkedIn Ninja	Preparing to Make the Ask Taylor Stockdale Head of Schools The Webb Schools CA USA	Engaging with today's students, Communicating with Prospective Parents Ashley Fell Director of Communications McCrinkle Research	Strategy Development and Implementation Christine Nixon Former Chief Commissioner Victoria Police	
12.45 - 2.00	AWARDS LUNCH					PARTNER GLOBAL PHILANTHROPIC
2.15 - 3.15	Transformational giving reflections from the heart Andrew Pridham TBC Vice Chairman Moelis Australia Chairman Sydney Swans Adjunct Professor University of South Australia Kamyra Laurenson <i>moderator</i> Director of Advancement University of Queensland	Alumni Advisory Boards and Councils Russell Davidson Director of School Development and Community Relations Haileybury Brad Hyde President The Old Haileyburians Association	Harder, better, faster, stronger: what French pop music can teach us about transformative giving in education Jonathan Cosgrove Director of Development Deakin University Kate Barnett Director of Community Relations Melbourne Grammar School	The 5 Biggest mistakes made on LinkedIn Jillian Bullock Certified LinkedIn Specialist LinkedIn Ninja	Reporting to the Board Clinton Jury AICD State Manager SA/NT Australian Institute of Company Directors	Leading Teams in Changing Times Ashley Fell Director of Communications McCrinkle Research
3.20 - 4.20	More than a Motel with Attitude: Colleges and Universities in an Australian Context Dr Stewart Gill OAM Master at Queen's College The University of Melbourne	Viewing Alumni Relations Through a Developmental Lens Simon Jones Director of Development The Manchester Grammar School UK	Bequests Nina Mullins Senior Advancement Manager Development and Philanthropy UQ Advancement David Cornish Manager Development Prince Alfred College	Marketing Strategy Plan on a Page, one Vision, one Voice Mel Deacon Managing Director Elevate Communication	How to create a great first impression - the science of personal branding Emily Kucukalic Managing Director BrandNewYou	Building a High Performing and Healthy Culture Joydeep Hor Founder & Managing Principal People & Culture Strategies
7.00 - 10.30	GALA DINNER & BAND - FUEGO THEME					PARTNER iDAT
9.00 - 10.00	THURSDAY 9 SEPTEMBER - EXCELLENCE IN OUR PROFESSION - SERIES OF 10 minute TEDx Style PRESENTATIONS					PARTNER SALESFORCE
10.10 - 11.10	Growing Leadership through Philanthropy Prof. Marnie Hughes-Warrington Deputy Vice Chancellor Research and Enterprise University of South Australia	International Alumni Relations Post-Covid: trends and opportunities for increased engagement Gretchen Dobson Global Engagement Specialist	Leading Practice Donor Communications Panel - in conversation with Nick Lee TBC Jodi Lee Foundation Brendan McAloon Geelong Grammar Helen Astbury Cancer Council Queensland Daniel McDiarmid AskRIGHT (Moderator)	Brand and Communication Refresh for Schools Peter Rufus Brand Strategist Nicknack	Are we born salespeople, or trained influencers? Bruce Perry Registrar St Andrew's Cathedral School	Human Connection: Harnessing Great Relationships Karen Gately Managing Director Corporate Dojo
11.10 - 11.30	MORNING TEA					
11.30 - 12.30	Developing Academic Champions Nick Blinco VP Advancement University of Melbourne Ian Henderson Director Institute for Molecular Bioscience UQ	Panel Session - Alumni & Community Relations, your most burning issues discussed Senior Alumni & Community Relations Practitioners to lead	Integrated Annual Giving - from Single Gifts to Bequests Carl Young Former Chair of PFRA Philanthropy and Fundraising Director Peter MacCallum Cancer Foundation	Social Media Intelligence Louise Pogmore Partner Social Media KPMG	Admissions Issues - Round table discussions Senior Admissions Practitioners to lead	Unlearning: the skill to master in the fourth industrial revolution Dr Sandra Peter Director Sydney Business Insights The University of Sydney (Business School)
12.35 - 1.35	KEYNOTE ADDRESS: BLACK BELT LEADERSHIP KAREN GATELY MD The Corporate Dojo					PARTNER HUMANITIX
2.00	CONFERENCE CONCLUDES					



SOCIAL PROGRAM

Monday 6 September Welcome Function **Marts&Lundy**

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.

Tuesday 7 September 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 8 September Fuego Gala Evening **i·DAT**
International Diagnostic & Admissions Test

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 7 September Networking Lunch

Included in your day or full registration.

Wednesday 8 September Breakfast Blitz **GLOBAL PHILANTHROPIC**

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

Awards Lunch **GLOBAL PHILANTHROPIC**

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



HIGHLIGHTED SPEAKERS

SIR 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.



DR STEWART GILL MASTER OF QUEEN’S COLLEGE - UNIVERSITY OF MELBOURNE

Stewart Gill is Master/Head of Queen’s College within the University of Melbourne. Prior to his current appointment was Warden of Ridley College and Dean of Trinity College at the University of Melbourne and Principal of Emmanuel College at The University of Queensland. As an historian, he has published articles and books in Australian, Canadian and Scottish History and has been an adjunct-Professor at UQ and a Senior Fellow at the University of Melbourne.



MARIAM VEISZADEH DIVERSITY & INCLUSION PRACTITIONER DIVERSITY COUNCIL AUSTRALIA

Mariam Veiszadeh is a lawyer, diversity & inclusion practitioner, advocate and a social commentator, and in 2016 was named the Fairfax Daily Life Woman of the Year. Proud of her refugee background, Mariam is passionate about championing the rights of minority groups in an endeavour to normalise ‘difference’. Mariam is an Ambassador for Welcome to Australia, which aims to provide a positive voice in the public conversation around asylum seekers, refugees and multiculturalism.



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 quincentenary 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.



DR SANDRA PETER DIRECTOR, THE UNIVERSITY OF SYDNEY

Dr Sandra Peter is a thinker, researcher and educator. She leads the Sydney Business Insights strategic initiative to deliver on the commitment to be an engaged, relevant and influential voice on major issues and trends. She contributes to public conversations, research and critical thinking by working with leading thinkers in industry, government and community. She has degrees in Business and Education and has contributed thought pieces, op eds, interviews and research.



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FULL DAY WORKSHOP: Discovering Advancement

(\$100 with Full Registration / \$500 without Full Registration)

For those new to Advancement and those with multiple roles to learn the key fundamentals of Admissions, Marketing, Fundraising & Alumni. Presenters: Russell Davidson *Haileybury*, Sue Russell *St Aidan's*, Lea Walker-Franks *Walker-Franks Consultancy*, Myfanwy Stanfield *Ascham*, Ana Gozalo *Scotch College*, Susie Gill *Christ Church Grammar School*

FULL DAY MASTERCLASS: Capital Campaigns (\$400 member / \$495 non-member)

A full day program for advanced fundraisers - focussed on the key components in developing a Capital Campaign. Presenters: Bradley Fenner *Prince Alfred College*, Dr John Newton *Scotch College*, Abhra Bhattacharjee *Scotch College*, Ann Badger (*facilitator*) *Marts & Lundy*

*HALF DAY WORKSHOP: Social Media Advertising

A half day workshop in understanding how to authentically share your school's story and engage with your community and strengthen your brand. Presenter: Claire O'Connell *The Classroom NZ*

*HALF DAY WORKSHOP: Planning the Perfect Presentation

A half day workshop on how to be confident, clear, to communicate new ideas, solutions as a speaker.

Presenter: Cameron Pegg *Cameron Pegg Marketing* (PARTNER SALESFORCE)

*HALF DAY WORKSHOP: Video & Cinematography iPhone Workshop

For institutions who do not have budgets for professional videography - how to shoot videos on your phone simply and with minimal cost. Presenter: Jason van Genderen *Treehouse Creative*

*Available via live stream - see pricing below

HALF DAY WORKSHOPS: Partner demonstrations and training

(Free for members and non-members)

Separate training sessions from Synergetic, Potentiality, Enquiry Tracker and Digistorm offering consultations and/or advanced training and practical instruction.

REGISTRATION & PRICING

Early Bird available until 30 June (*price does NOT include GST). Member and non-member rates below.

HALF DAY PRE-CONFERENCE WORKSHOPS (6 September)

Livestreaming

Join remotely online via Zoom

AU\$99 / AU\$169

Livestreaming PLUS

Join remotely online via Zoom
+ Q & A 30 minute session

AU\$129 / AU\$199

The LIVE Experience

Attend face-to-face session

AU\$199 / AU\$269

MAIN CONFERENCE (7-9 September)

Day Registration

All sessions ONE day

Morning tea, afternoon tea

Access to purchase social function tickets (additional cost)

AU\$595 / AU\$650

Full registration

+ Networking Lunches

+ All social functions

+ Delegate contact list

AU\$1,240 / AU\$1640

Full Registration PLUS

+ Access to 15 recorded sessions

AU\$1,440 / AU\$1840

