



IDPE 2020 Annual Conference Programme

ALU Alumni relations stream sponsored by  **Graduway**
Empowering Alumni Networks

PES Personal effectiveness stream

EXT External relations stream sponsored by  **ToucanTech**

SLP Strategy and leadership stream

FDR Fundraising stream sponsored by **More**

Monday 8 June 2020

09:30-10:30	Registration
09:30-10:30	Morning coffee with sponsors and exhibitors
09:30-10:30	Networking for first-time delegates
10:30-11:30	Opening and keynote address sponsored by Rux Burton Associates
ALL	<p>Leading change in a time of change <i>David Laws, Executive Chairman, Education Policy Institute</i></p>
11:40-12:40	Session 1
ALU	<p>The youth of today, supporters of tomorrow: why should we engage our younger alumni? With so many alumni to attract, and a strategy that often needs to support the cultivation of donors first, the youngest of our alumni are a cohort that are easily overlooked. This session explores why it is so vital to engage with your newest alumni members as early on as possible, seeking to instil a sense of community and mutual support even before they have left the school. This session will also demonstrate some practical and simple ways you can easily adapt your existing programme to cater to younger alumni too. <i>Sarah Adams, Development Manager, Putney High School</i> <i>Suzanne Fearon, Director of Communications and Development, Putney High School</i> <i>Lucy Pembroke, Community and Alumni Relations Manager, Royal Hospital School</i></p>
EXT	<p>The mission for 'proper' marketing: what really works? Ever felt that you're spending so much time fire-fighting that you have no time to plan? You're not alone. But the truth is that if we carved out more time to gather evidence, we'd be able to demonstrate better value for money and panic less. An entertaining session on using killer stats to direct strategy. <i>Penny Eccles, Founder and CEO, Penny Eccles Ltd and former Director of Marketing and Communications, Nottingham Trent University</i></p>
FDR	<p>The best versus the rest: what does it take to be an outstanding major gifts fundraiser? A dynamic session powered by our coaching approach that will further heighten your awareness of what it takes to be the most effective fundraiser you can be. Together we will look at research into characteristics prominent among highly successful fundraisers with reference to the HEFCE paper <i>An Emerging Profession: the higher education philanthropy workforce</i>, co-authored by More Partnership and Richmond Associates, the acclaimed work of Dr Beth Breeze from the Centre of Philanthropy, University of Kent and More Partnership's study of the factors accompanying fundraiser success. The</p>

	<p>session will culminate in your personal action plan to help you develop your fundraising approach and achieve greater major gifts success.</p> <p><i>Florence Bill, Partner and Professional Coach, More Partnership</i> <i>Simon Pennington, Partner, More Partnership</i></p>
FDR SLP	<p>Use your Head: involving senior leaders in making the ask</p> <p>The latest benchmarking report demonstrates that in schools where the Head is involved in making the ask, the average major gift doubles. Join David Goodhew, Head of Latymer Upper School, and Amanda Scott, Director of Development at the Latymer Foundation, to explore the Head's integral role in the major donor journey.</p> <p><i>David Goodhew, Head, Latymer Upper School</i> <i>Amanda Scott, Director of Development, Latymer Foundation at Hammersmith</i></p>
SLP	<p>Changing of the guard</p> <p>Changes of senior personnel can be unsettling for the whole school community and alumni. Come and hear how we learned to embrace changes of head, bursar, chair of governors (or all three!) as an opportunity to reassess, renew and reinvigorate established practices and to bring fresh ideas and innovation to our development programmes.</p> <p><i>Melanie Bushell, Director of Development, The Portsmouth Grammar School</i> <i>Jane Vines, Director of External Communications, Downside School</i></p>
12:40-13:40	Lunch with sponsors and exhibitors
13:00-13:40	Lunchtime workshops and clinics
ALU FDR	<p>Ditching the data despair: how to prioritise your prospects through data</p> <p>Practical tips on using Excel and the data you already have on your prospects to help you prioritise.</p> <p><i>Adriana Williams, Director of Development, Marymount International School</i></p>
FDR	Bursaries panel
PES	<p>Resilience and personal effectiveness for leaders</p> <p><i>Florence Bill, Partner and Professional Coach, More Partnership</i></p>
13:45-14:35	Session 2
ALU FDR	<p>A joined-up strategy: how alumni relations and fundraising can support each other</p> <p><i>Alastair MacEwen, Director of Bradfield Society and Development Office, Bradfield College</i></p>
EXT	<p>The stakeholder engagement cycle: from cradle to grave</p> <p><i>Karen Hartshorn, Director of Development, Pangbourne College, and IDPE Chairman</i> <i>Kirsty Hassan, Director of Communications, Colston's School, and Chair of AMCIS</i></p>
FDR	Headline sponsor Rux Burton Associates' session
SLP	<p>HOW TO: 5 ways to use the benchmarking to step-change your programme</p> <p>Benchmarking your school's fundraising performance against similar schools is crucial – you can't improve something you haven't measured. But it doesn't stop there. Learning what you are doing well ... or not so well, is just the start. How can you use the latest benchmarking report to inform your strategy, lead change and grow your development programme?</p> <p><i>Matthew Dear, Director of Development, The Oundle Society</i> <i>Becki Mckinlay, Managing Consultant, Graham-Pelton</i></p>
SLP	<p>The game changer: conducting strategic alumni research at Harrow School</p> <p>In 2019 Harrow School, in partnership with RSAcademics, undertook strategic alumni research that enabled decision making and direction setting and proved to be a powerful engagement tool and lead generator. It also underpinned Harrow's 450th anniversary plans, alumni relations strategy and</p>

	<p>campaign to raise £100m. This session will describe the project and discuss how it can be applied to any school at any stage in its development journey.</p> <p><i>William Landale, Operations Director, Harrow Development Trust</i> <i>Debra Price, Head of Philanthropy, RSAcademics</i> <i>Perena Shryane, Director, Harrow Association</i></p>
PSC	<p>The secret to building meaningful alumni engagement at scale Aluminate Community Builder enables schools to create sustainable communities of alumni, parents, staff and other supporters. Discover how a platform can help you scale your community, add value to all stakeholders, and futureproof your engagement strategy.</p> <p><i>Iain Kimber, Head of Sales, Aluminati</i></p>
14:45-15:35	Session 3
ALU FDR	<p>Engaging with and learning from America: Awesome! Wow! In America, alumni relations and fundraising programmes are really easy – apparently everyone is a multi-millionaire who loves their alma mater beyond reason. This session dispels the myths surrounding successful alumni relations programmes in North America and explains why you really should get on a transatlantic flight.</p> <p><i>Simon Jones, Director of Development, The Manchester Grammar School</i></p>
EXT SLP	<p>Maximum impact: how an integrated external relations team will drive measurable results <i>Hannah Hamilton, Director of Development and External Relations, Stamford Endowed Schools</i></p>
FDR	<p>HOW TO: Giving days – what you need to know This session will explore two giving day case studies. In 2019, Reigate Grammar School – with a fast, two-week turnaround – hosted their first in-house giving day, raising £15,000. In May 2020, they will host their second giving day, supported by Blackbaud/JustGiving. In October 2019, RGS Guildford hosted their first giving day, supported by Hubbub, raising over £132k from 434 donors. Hear first-hand accounts, learn about the principles of any giving day – big or small – and find out if a giving day is right for you.</p> <p><i>Georgie Grant Haworth, Development Director, Royal Grammar School, Guildford</i> <i>Jonny Hylton, Associate Director, Reigate Grammar School</i></p>
FDR SLP	<p>The future of fundraising (TBC) <i>Daniel Fluskey, Head of Policy, Institute of Fundraising</i> <i>Gerald Oppenheim, Chief Executive, Fundraising Regulator</i></p>
SLP	<p>Case, constituencies and catalysts: the framework to create a fundraising strategy Fiona Kirk will outline the key pointers in creating and putting into operation a clear strategy to deliver an organisation's fundraising goals and demonstrate how this can be applied, with the help of Dr Jonathan Snicker from the University of Exeter, a past client of Marts & Lundy and institution that successfully delivered on its £60 million campaign, a year ahead of schedule. This session is all about making sure your strategy fits your particular environment, priorities, budget and needs, whether you are a larger operation or just a one-man shop.</p> <p><i>Fiona Kirk, UK Managing Director and Senior Consultant, Marts & Lundy</i> <i>Jonathan Snicker, Head of Philanthropy, University of Exeter</i></p>
15:35-16:15	Afternoon tea with sponsors and exhibitors
16:25-17:15	Session 4
ALU	<p>HOW TO: Drowning out the noise – how to create a strategic events programme It is easy to get lost amongst all the great ideas for events that seem to land at the alumni office door, but how do you make sure your events programme meets your supporters' needs, is the best use of your resource and that you don't get drawn into 'vanity' events that are not part of the bigger picture. This session looks at the range of events run by Winchester College and Dulwich School, from reunions and business networking, to a 400th anniversary celebration, the lessons learnt along the</p>

	<p>way, and how important it is, whatever size of office you are and whatever budget you have, that you are strategic about your events programme.</p> <p><i>Lorna Stoddart, Director of Development and Director of Winchester College Society, Winchester College</i></p> <p><i>Joanne Whaley, Alumni and Parent Relations Manager, Dulwich College</i></p>
ALU	Platinum sponsor Blackbaud's session
FDR	HOW TO: Legacies
SLP	<p>It takes three to tango!</p> <p><i>Emma Hattersley, Head, Godolphin School</i></p> <p><i>Stefan Lipa, Governor, Godolphin School</i></p> <p><i>Moyra Rowney, Director of Development, Godolphin School</i></p>
17:25-17:45	IDPE 2020 Annual General Meeting
17:45 - 19:15	Free time
19:15 - 19:45	IDPE 2020 Development Awards Drinks Reception
19:45 - 22:30	IDPE 2020 Development Awards Dinner

Tuesday 9 June 2020

08:30-09:30	Registration
08:30-09:30	Morning coffee with sponsors and exhibitors
08:30-09:30	Networking for first-time delegates
09:30-10:15	Session 1
PES	Networking
PES	Leading change in your organisation
PES	<p>Juggling with fire: how to focus on what's actually important</p> <p>Ever feel like you're busy juggling a multitude of urgent tasks rather than focusing on what's important? You're not alone! We'll explore tactics for prioritising the proactive tasks that will actually deliver your development office goals, saying 'no' to distractions and carving out time for what's really important.</p> <p><i>Juliet Corbett, Juliet Corbett Consulting</i></p>
PES	Resilience
10:25-11:10	Morning plenary
ALL	<p>Democratising your fundraising in a digital age</p> <p>As schools are increasingly relying on a small amount of major donors for their fundraising, there is a growing need to widen the pool of givers to ensure ongoing awareness and visibility, while ensuring a healthy long term pipeline of giving and expanding their reach.</p> <p><i>Daniel Cohen, CEO and Co-Founder, Graduway</i></p>
11:10-11:55	Mid-morning coffee with sponsors and exhibitors

12:00-13:00	Session 2
ALU	The power of engagement platforms: how to really make them work for you <i>Andrew Beales, Development Director, Durham School</i> <i>Laura Rooney, Development Manager, Bolton School</i>
ALU EXT	Developing alumni engagement internationally
EXT	HOW TO: Using Facebook and LinkedIn to support alumni relations and development Richard will deliver a hands-on workshop offering practical advice on building and nurturing active, engaged communities on LinkedIn and Facebook. Attend this session to define your key audiences, explore the platforms in depth and plan exciting campaigns that deliver results. <i>Richard Ashby, Former Head of Web and Digital Communications, University of Leeds</i>
FDR	A regular giving programme: the holy grail? (TBC) <i>Kurstin Finch-Gnehm, Deputy Director of Philanthropy, Royal Academy of Music</i>
FDR	Parents: to ask or not to ask, that is the question (TBC) <i>Jack Clark, Development Director, Emanuel School</i> <i>Joanne Joyce, Director of Development, Wimbledon High School</i>
PSC	Changing the game: strategic alumni research reimaged The RSAcademics Strategic Alumni Research offering is a 'game changer' for our clients, providing direction, validation, ideas, good will and potential donors – quickly and cost effectively. Find out how it can be scaled and customised to meet your school's development needs and accelerate your success. <i>Rachael Petrie, Senior Advisor, Philanthropy Team, RSAcademics</i>
13:00-14:00	Lunch with sponsors and exhibitors
13:10-13:50	Lunchtime workshops and clinics
ALU FDR	Ditching the data despair: how to prioritise your prospects through data Practical tips on using Excel and the data you already have on your prospects to help you prioritise. <i>Adriana Williams, Director of Development, Marymount International School</i>
FDR	Bursaries clinic
PES	Adapting to change: strategies for supporting your team <i>Jo Beckett, Joint CEO, IDPE</i>
14:00-15:00	Session 3
ALU	Making the 'network work': using the school community to enrich the school's careers programme Many schools are increasingly recognising the value and necessity of placing a 'world of work' education firmly alongside the delivery of the academic curriculum, to prepare students for an increasingly competitive world of work. In this session, two schools will share how they have closely linked the work of the development office to the work of the careers department, and will explore practical ways for the school community of alumni, parents and friends to enrich your careers programme, through mentoring, internships, work experience, or even just simply the right advice. <i>Clare Atkinson, Development Director, Dr Challoner's Grammar School</i> <i>Zoe Baines, Development Director, St Helen's School</i>

EXT	<p>The worst of times: c is for crisis, n is for news Learning from others is the best way to avoid turning a crisis into a disaster. Drawing on his personal experience, Peter will explain the importance of good communication, effective management and, above all, compassion and sensitivity. So, if disaster strikes, you will be prepared. <i>Peter Reader, Former Director of External Relations at Portsmouth, Bath and Southampton Universities</i></p>
EXT SLP	<p>HOW TO: Create an alumni and development brand <i>Susie Baker, Director of the Waynflete Office, Magdalen College School</i></p>
FDR	<p>HOW TO: Trust and grants – how to give funders what they want, to get what you need Successful applications to charitable trusts and grant funding bodies are both an art, and a science. Join The Blue Coat School and the Sevenoaks School Foundation to learn about their secrets to successful applications to the National Lottery, the Garfield Weston Foundation and other philanthropic trusts. <i>Cat Gransden, Director of Development, The Blue Coat School, Liverpool</i> <i>Laura Holmes, Associate Director of Development, Sevenoaks School Foundation</i> <i>Michael Joyce, Executive Director of Advancement, Sevenoaks School Foundation</i></p>
FDR	<p>Learning to say ‘thank you’: the role of donor acknowledgements in the educational sector This talk will present research demonstrating the positive effect of ‘thank-you’ communications on fundraising income, how good donors feel about themselves, and their relationship with your school. We will then discuss how to design a successful acknowledgement programme for your school’s donors using an example of successful implementation from an independent day school. <i>Dr Kathryn Carpenter, Senior Research Fellow, Institute for Sustainable Philanthropy</i> <i>Fiona Ross, Head of Development, The Grammar School at Leeds</i></p>
PSC	<p>Re-thinking how you measure the power of your network At Graduway we believe that the success of every school rests on its ability to build, cultivate and leverage its network of supporters. Our focus is on enriching your engagement and helping you to build a powerful platform with users who are willing to give back their time, treasure and talent. <i>Daniel Cohen, CEO and Co-Founder, Graduway</i></p>
15:10-15:45	<p>Roundtable session Topics to be confirmed</p>
15:45	<p>Conference Close</p>