

Conference
programme

idpe

2017 annual conference

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iidpe
2017 DEVELOPMENT
AWARDS

CELEBRATING EXCELLENCE IN SCHOOLS'
FUNDRAISING AND ENGAGEMENT

Monday 12 June
following the
Conference Gala Dinner

Welcome to the 16th IDPE Annual Conference

Monday 12 and Tuesday 13 June 2017



Whether this is your first IDPE conference, or you are a seasoned regular, we hope that your time at Whittlebury Hall will give you the opportunity to step aside from the daily grind and think about 'the big picture'. We strongly encourage you to take the opportunity to engage in every aspect of the programme – those work emails will still be there when you get back to the office!

As well as covering a wide variety of relevant and current topics, this year's conference will provide you with an important opportunity to ensure you are fully informed about changes to fundraising regulation and data protection legislation. You will hear high-level briefings from the Information Commissioner's Office, the Fundraising Regulator and the Institute of Fundraising. You will also learn how other schools are tackling the same challenges you face.

The roundtable sessions on Tuesday morning provide a unique platform for you to enter into this, and other, debates. Conversations which start at these sessions often carry on beyond the conference, allowing us to gain from the experience of our peers.

Without doubt, one of the most valuable aspects of the conference is the opportunity to catch up with old friends and make new connections; sharing ideas, experiences and best practice. Some of the people you meet may well provide you with invaluable support for many years to come.

As the quality of development campaigns continues to grow, the time is right to launch the IDPE Development Awards. These awards celebrate the creativity, innovation and brilliance within the sector, and we look forward to announcing the first of our winners on Monday night.

We are very fortunate to have a dedicated group of exhibitors and sponsors attending this year's conference, providing a wealth of professional and technical experience under one roof, and we are most grateful to them for their support. The conference provides the perfect opportunity for you to find out more about how they can help you and your school's development programme.

We would like to take this opportunity to thank this year's speakers who have so generously given up their time to share with us their knowledge and expertise. We are very grateful to them for their enthusiasm and commitment.

Finally, the success of the conference owes a great deal to the tireless work of the volunteers on our conference committee and the team at IDPE. Their energy and diligence make the conference possible, and we are extremely grateful.

Peter Anderson

2017 Annual Conference Co-Chair
Director of Development and Alumni Relations,
The Royal Belfast Academical Institution

Sarah Ritchie

2017 Annual Conference Co-Chair
Alumni and Development Director,
Rydal Penrhos School



John Timpson CBE, Chairman, Timpson Limited

With a unique business style which he refers to as 'Upside-down Management', John Timpson CBE transformed his family's shoe business into one of the UK's most recognisable retail brands. Timpson now has 1,600 branches nationwide and a turnover of £238 million per annum.

John was educated at Oundle, and remains deeply committed to education, having served as a Vice-Chair of Trustees at Uppingham School, and former Chair of the Governors at Brookway High School, Wythenshawe, Delamere Primary School, Cheshire and Terra Nova School, Jodrell Bank.

As an entrepreneur and philanthropist, John understands the transformative impact development has on education and providing opportunities for all.

2017
keynote speaker

Key to Conference Streams

Although delegates are free to attend any session that is of interest to them, most of the sessions taking place have been designed with a specific audience in mind.

- ADV** Advanced
- ALL** Appropriate for everyone
- ALU** Alumni relations
- CPD** Continuing professional development
- EXT** External relations
- FDR** Fundraising techniques
- GRL** Girls' schools (Tuesday)
- HBG** Heads, bursars and governors (Monday)
- NEW** New to development (fewer than two years)

Terms used in the IDPE 2017 Annual Conference programme

Drop-in clinic: an informal clinic offering information and support from experienced practitioners

Forum: an informal, facilitated session for delegates to share ideas and explore specific issues relevant to them

Interactive session: a session in which active engagement and participation from delegates is encouraged

Meet-up: a scheduled time for peers to connect with one another informally outside of conference sessions

Product showcase: a hands-on software demonstration

Roundtable: an informal, facilitated discussion focussing on a specific topic (maximum of 12 delegates per discussion group)

Sunday 11 June 2017

18:45 – 19:30	Drinks reception SPONSORED BY Marts & Lundy	<i>Silverstone Bar</i>
19:30 – 22:00	Informal dinner SPONSORED BY Rux Burton Associates	<i>Bentleys</i>

Monday 12 June 2017

08:30 – 09:30	Registration	<i>Reception</i>
	Meet-up for first-time delegates Attending a conference for the first time can be daunting. This informal meet-up will introduce you to IDPE volunteers and other first-time delegates, some of whom will form a vital support network for you in the coming years.	<i>The Courtyard</i>
	Coffee with sponsors and exhibitors	<i>The Market Place</i>
09:35 – 10:30	Opening address <i>Glen Fendley, Chairman, IDPE and Head of Development, Girls' Day School Trust; Sarah Ritchie, 2017 Annual Conference Co-Chair and Director of Development, Rydal Penrhos School</i>	<i>Brooklands</i>
	Keynote address SPONSORED BY ToucanTech <i>John Timpson, Chairman, Timpson Limited</i> John Timpson will explore how his unconventional management style, 'Upside-down Management', can be applied to schools, and the importance of picking the right personalities in the workplace and looking after them. In a world of changing fundraising regulation, John will share his experience of the need for common sense and keeping things simple! Chair: Glen Fendley	<i>Brooklands</i>
10:30 – 11:05	Coffee with sponsors and exhibitors	<i>The Market Place</i>
	Meet-up for first-time delegates As well as providing the opportunity to meet IDPE volunteers and other first-time delegates, this informal meet-up will include a short presentation on how to maximise your conference experience.	<i>The Courtyard</i>

CONFERENCE SESSIONS SPONSORED BY More Partnership Ltd

11:10 – 11:55 Session 1	How do you overcome donor fatigue? <i>Mark Coote, Chief Executive Officer, Wells Cathedral School Foundation</i> Following a successful £9.6 million major gifts capital campaign, how do you continue to build momentum to raise income to support transformational bursaries from the alumni and parent community through direct mail and social media? Chair: Murray Lindo	ADV <i>Indianapolis</i>
	Product showcase Potentiality <i>John Batistich, Director, Potentiality</i> A fundraising database, online community and full featured website rolled into one cloud-based hub that centralises all your communications and fundraising activities. Save time. Gain efficiency. Increase productivity. Overachieve your goals.	ALL S6
	Making a big impact when short of time and new to development <i>Brian Davies, Development Director, Bishop Vesey's Grammar School</i> Brian Davies has spent much of his career on a sports pitch but has recently embraced a new part-time development role for Bishop Vesey's Grammar School, a leading state secondary in Birmingham. Learn how Brian has enticed 24 corporate partnerships in under six months and built an alumni community with 300 sign-ups in its first month! Chair: Kate Jillings	ALU <i>Hungaroring</i>
	Measuring impact: making the unquantifiable count <i>Isabella Bennett, Head of Development and Marketing, The Beacon, Amersham</i> How to express 'what we do all day' in reporting to wider stakeholders, when not everything is about income or the bottom line. Chair: Clare Atkinson	CPD <i>Hockenheim</i>



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Eighteen months later: how is external relations working? EXT
HBG

Karen Hartshorn, Director of Development, Pangbourne College

Marrying development, alumni relations, admissions and marketing under a single 'external relations' banner is increasing in popularity. This session examines the advantages and disadvantages of this structure using the example of Pangbourne College's operation (established January 2016), and encourages delegates to consider the opportunities, challenges and risks for their own school.

Chair: Nick Pettingale Melbourne

Just add a little divine inspiration! FDR

Pippa Carte, Development Director, St Catherine's School, Bramley and Fundraising Consultant, Pippa Carte Consulting

How to reawaken a dormant alumni base and identify major gift prospects through a discrete mail campaign.

Chair: Susie Jordan Suzuka

Changing lives: yours and other people's NEW

Georgie Grant Haworth, Development Director, Royal Grammar School, Guildford

Are you new to schools' development? This session will share knowledge and experience from some of the sector's top performers on how to thrive in your new environment and really make a difference.

Chair: Marc Whitmore Monza

12:05 – 12:50
Session 2

Think big, as the impossible is possible ADV
FDR

Danny Mitchell, Capital Appeal Manager, Percy Hedley Foundation and Founder, Change Fundraising

With over 13 years' fundraising experience at local and national charities, Danny discusses his most recent and biggest success to date, securing a £1 million donation from the St James's Place Foundation. Danny will share his top tips for getting the most from your networks and developing relationships to make the impossible possible!

Chair: Patrick Mulvihill Monza

The GDPR sets a high standard for consent - this IS possible! ALL

Simon Jones, Director of Development, Manchester Grammar School; Chris Rainford, Business Development Manager, Buffalo Fundraising Consultants; Gary Shipsey, Managing Director, Protecture

The Manchester Grammar School has partnered with Buffalo Fundraising Consultants to ensure they gain GDPR standard consent for MGS's alumni. This case study will share what they have learnt so far...

Chair: Louise Bennett Melbourne

Product showcase ALL

Access thankQ CRM: a look at how an alumni and development database will handle the new world of data protection

Andrew Stephen, Senior Product Consultant; Joel Trotman, NFP CRM Consultant, Access thankQ CRM

The Access thankQ team will offer a best practice workshop on handling the complex world of opt-in and GDPR in a CRM database. They will also answer questions around the practicalities faced in a busy and often over-stretched alumni and development office.

S6

A culture of philanthropy in schools: how the Americans do it and what can we learn? FDR

Jo Johnson-Munday, Foundation Director; Julian Johnson-Munday, Headmaster, Culford School

Following their participation in the IDPE and Graham-Pelton Consulting US Study Tour in April, Jo and Julian will share their experience of schools' fundraising in the US. Having spent time in seven independent schools in the US, from those just starting out on their fundraising journey to those with established development offices, find out what lessons we can all learn from our transatlantic neighbours.

Chair: Sarah Ritchie Hungaring

Growing pains, bumps in the road and not expecting miracles: the early days of establishing a development office NEW

Kevin Webb, Development Director, Bishop's Stortford College

Speaking from his own experience of being the first development director at his school, Kevin will highlight some of the issues that can be expected during the early days of setting up a development office. He will also set out some solutions to the difficulties that may present themselves.

Chair: Lucy Pembroke Suzuka

12:05 – 13:05

Interactive session ALU

Creating compelling content and experiences for international alumni engagement

Tracy Playle, CEO and Chief Content Strategist, Pickle Jar Communications Ltd

When your alumni are scattered around the world across a range of countries, cultures and stages of life, how do you even begin to develop an alumni engagement programme that really holds their attention? This session will explore empathy mapping and content development techniques to plan engaging international alumni experiences.

Chair: Kate Chernyshov Nurburgring

Interactive session CPD

Turning supertankers and herding kittens: the challenge of articulating your case for philanthropic support

Catrin Tilley, Partner; Marc Whitmore, Partner, More Partnership Ltd

Working with the people that matter, to tell the story you need to tell about the things everyone cares about: getting from initial project ideas to materials that engage and inspire.

Chair: Nick Priestnall Indianapolis

12:50 – 13:55

Lunch with sponsors and exhibitors

The Market Place

13:05 – 13:55

Lunch with sponsors and exhibitors (for delegates attending interactive sessions)

14:00 – 14:45
Session 3

Fundraising regulation and data protection: what you need to know ALL

Victoria Cetinkaya, Senior Policy Officer, Information Commissioner's Office; Gerald Oppenheim, Head of Policy and Communications, Fundraising Regulator

With new data protection legislation and the Fundraising Preference Service on the horizon, the ICO and Fundraising Regulator will describe the future changes to the fundraising sector, how these will potentially affect schools and what schools' development teams can do to prepare.

Chair: Glen Fendley Brooklands

14:45 – 15:35	<p>Meet the exhibitors/networking session</p> <p><i>The Market Place</i></p> <p>Afternoon tea with sponsors and exhibitors</p> <p>Drop-in clinic for the IDPE start-up mentoring service <i>Jenny Hipwell, Start-up Director, IDPE</i></p> <p>Come and find out how we can support your school to establish a successful alumni relations and fundraising programme through our start-up service, offering comprehensive resources and mentoring tailored to the needs of your school.</p> <p><i>The Courtyard</i></p>
15:40 – 16:25 Session 4	<p>Building resilience ADV CPD</p> <p><i>Adrian Eagleson, Director, TOWARD LTD</i></p> <p>Having the ability to deal effectively with pressures, challenges and stress is essential for leaders in development. This workshop will provide an insight into how leaders can develop tools and strategies that build resilience. Participants will have already completed a short online psychometric profiling tool which will be used in this session to help individual action planning. This workshop is open to pre-registered delegates only.</p> <p><i>Nurburging</i></p>
	<p>Excellent fundraising for sustainable futures: ethics, compliance, and good practice ALL</p> <p><i>Daniel Fluskey, Head of Policy and Research, Institute of Fundraising</i></p> <p>The money that you raise is crucial. But how you go about raising that money is equally important: following the rules, giving people a great experience of giving, and embedding ethics and values in your activity. This session will explore the changes you need to know to rules and regulations, talk about good practice, and give you tips about what you can be doing now to make sure you're on the right track.</p> <p>Chair: Louise Bennett <i>Melbourne</i></p>
	<p>Location, location, location EXT</p> <p><i>Rob Reynolds, Director of External Relations; Vervan Vere Hodge, Head of Development, Bedales Schools</i></p> <p>Hear about a team approach to fundraising, alumni relations, admissions, communications and marketing, operating from a single external relations office serving Bedales Senior, Prep and Pre-prep Schools.</p> <p>Chair: Vanessa Yilmaz <i>Suzuka</i></p>
	<p>Running the private and public phases of an £8.5 million capital fundraising campaign FDR</p> <p><i>Jonathan Gillespie, Headmaster; Kate Gray, Development Director, St Albans School</i></p> <p>This session will outline the experience of St Albans School, from an initial feasibility study, through to the creation of a campaign board and the private phase of a capital fundraising campaign, to the most recent public phase.</p> <p>Chair: Mark Coote <i>Hungaroring</i></p>
	<p>The Head, me and the DoD HBG</p> <p><i>Samantha Corfield, Development Director, Lord Wandsworth College; Becki Mckinlay, Director of Training and Coaching, Graham-Pelton Consulting; Adam Williams, Headmaster, Lord Wandsworth College</i></p> <p>Fundraising works best when there is partnership with the school's leadership. The panel will present the findings of a recent survey canvassing heads and using benchmarking data to establish what directors of development need most from their heads in order to feel fully supported in their development activity, and what heads need from their directors of development in return.</p> <p>Chair: Kerry Wilson <i>Monza</i></p>

	<p>Just starting out NEW</p> <p><i>Ian McLean, Managing Director, Ian McLean - School Development Management</i></p> <p>New in the job and a young development office? Where to begin and how to meet immediate expectations but also build a longer term culture of asking and giving.</p> <p>Chair: Susie Jordan <i>Indianapolis</i></p>
16:35 – 17:20 Session 5	<p>Marriage at Cana for five pizzas and two crème eggs ADV</p> <p><i>Mr. Oliver A. Jackson-Hutt, Director of Development, High School of Dundee</i></p> <p>The Internship and Ambassador programmes of The Office of Development at the High School of Dundee.</p> <p>Chair: Elisabeth Anderson <i>Suzuka</i></p>
	<p>Building resilience ADV CPD</p> <p><i>Adrian Eagleson, Director, TOWARD LTD</i></p> <p>Having the ability to deal effectively with pressures, challenges and stress is essential for leaders in development. This workshop will provide an insight into how leaders can develop tools and strategies that build resilience. Participants will have already completed a short online psychometric profiling tool which will be used in this session to help individual action planning. This workshop is open to pre-registered delegates only.</p> <p><i>Nurburging</i></p>
	<p>Maximising fundraising: what can senior leaders of schools learn from the IDPE benchmarking survey? ALL</p> <p><i>Christian Propper, Senior Consultant, Director of Business Intelligence; Andy Wood, Director of Education, Graham-Pelton Consulting</i></p> <p>What are the patterns and trends in development, and what does this mean for the future of schools' development? Christian and Andy present a preview of the results of the IDPE and Graham-Pelton Consulting's schools' alumni and fundraising benchmarking survey to help heads, governors and bursars best manage and support development activities to achieve maximum impact.</p> <p>Chair: Rebecca Ting <i>Indianapolis</i></p>
	<p>The natural history of major donors ALL</p> <p><i>Marek Kwiatkowski, Director of Development, Christ Church, Oxford; Caitlin Tebbit, Partner, Rux Burton Associates</i></p> <p>Through case studies, this session will examine the typical path that leads to large gifts. How to identify, woo and develop donors to meet your institutional goals. The session will include observations on this theme followed by a panel discussion and questions.</p> <p>Chair: Rowena Gaston <i>Monza</i></p>
	<p>The bursary roller coaster you can't get off FDR</p> <p><i>Simon Jones, Director of Development, The Manchester Grammar School</i></p> <p>Long-term fundraising is like a rollercoaster. How big and how fast a ride do you choose? How do you maintain momentum through the peaks and the troughs? Do your alumni scream if you want to go faster? A case study of 20 years of bursary fundraising at MGS.</p> <p>Chair: Rachael Henshilwood <i>Melbourne</i></p>

	<p>Use your Head HBG</p> <p><i>James Underhill, Director, Underhill Associates</i></p> <p>Vision, project conception, leadership, delegation... ultimately it is the head who is best placed to unlock the true potential of development. This session explores critically important elements a headteacher should bring to a successful development operation.</p> <p>Chair: Isabella Bennett Hungaroring</p>
	<p>It's not about the price tag NEW</p> <p><i>Vanessa Yilmaz, Director of Development and Communications, Howell's School</i></p> <p>Running a first tele-campaign with a functioning development office of only three years. Things I wish I had known! For all those who are considering a tele-campaign, an honest account of the benefits and drawbacks of running such a campaign. Hear about the data collected and how this informs current alumni relations, parent involvement and future fundraising.</p> <p>Chair: Janice Larden-Price Hockenheim</p>
17:25 – 17:40	<p>IDPE 2017 Annual General Meeting Hockenheim</p>
17:20 – 19:00	<p>Free time</p>
19:00 – 19:55	<p>Conference drinks reception The Market Place</p> <p>SPONSORED BY Buffalo Fundraising Consultants</p>
20:00 – 22:00	<p>Conference gala dinner Brooklands</p> <p>SPONSORED BY Rux Burton Associates</p>
22:00 – 23:00	<p>IDPE 2017 Development Awards Brooklands</p>

Tuesday 13 June 2017

08:30 – 09:30	<p>Registration Reception</p> <p>Coffee with sponsors and exhibitors The Market Place</p>
09:35 – 10:20 Session 1	<p>In search of the Holy Grail: donor qualification in a post-profiling world ADV FDR</p> <p><i>Michaella Mitchell, Partner; Katie Sharma, Partner; Caitlin Tebbit, Partner, Rux Burton Associates</i></p> <p>What methodologies can we deploy to ensure we continue to ask appropriately? Do we need to stop profiling and, either way, are there other ways we can achieve better results?</p> <p>Chair: Yvonne Herrick Melbourne</p>
	<p>Roundtable ALL</p> <p>Forum for prep schools</p> <p><i>Jane Pendry, Head of Development, Dragon School, Oxford</i></p> <p>An opportunity to share best practice and discuss the specific challenges faced by development professionals in prep schools.</p> <p style="text-align: right;">Brooklands</p>
	<p>Roundtable ALL</p> <p>Communication trends, tools and technology</p> <p><i>Chris Campbell, Managing Director, Socius and Board Governor, Somerset College</i></p> <p>Join us as we look at the latest communication technology, pick apart current trends and debate which tools are best serving school communities in the 21st century.</p> <p style="text-align: right;">Brooklands</p>

	<p>Roundtable ALL ALU</p> <p>How to engage with and influence your Chinese parents and alumni</p> <p><i>H-J Colston, Joint CEO, Chopsticks Club</i></p> <p>With more and more parents from China sending their children to be educated in the UK, understanding the nuances of Chinese culture has become increasingly important. Join this roundtable to find out more about Chinese aspirations, what Chinese parents look for in a school and how to engage Chinese alumni in your fundraising.</p> <p style="text-align: right;">Brooklands</p>
	<p>Roundtable ALL ALU</p> <p>Choosing a development/alumni database</p> <p><i>Chris Aucken, Director, InTouch Software</i></p> <p>If you have recently chosen a database for your development office, or you are looking to do so, this impartial discussion will be about how to evaluate the alternatives. What features to look for; what questions to ask; how to cut through the marketing spin; how to know that you've made the right long-term decision.</p> <p style="text-align: right;">Brooklands</p>
	<p>Roundtable ALU</p> <p>Getting the most from your US alumni</p> <p><i>Roger Martin, Director, British Schools and Universities Foundation (New York, USA); Nick Priestnall, Director of Development, Mill Hill School Foundation</i></p> <p>The session will focus on fundraising in the United States, including information on British Schools and Universities Foundation, a 501(C)3 charitable foundation that allows people living in the United States to make charitable contributions to schools in the UK and receive the generous tax benefits afforded by the US Internal Revenue Service.</p> <p style="text-align: right;">Brooklands</p>
	<p>From 500 to 5000: building alumni engagement on a budget ALU</p> <p><i>John Davidson, Director of Alumni Relations, Exeter School</i></p> <p>This session is aimed at recently established development offices (years one to three) and offices with limited staffing and resources. It will look at a range of realistic strategies for finding and engaging alumni such as friend-raising events, communication methods and career programmes, and how to build this into an annual strategic plan.</p> <p>Chair: Phillip Rothwell Monza</p>
	<p>Building your brand: the three r's - reputation, recruitment and relationships EXT</p> <p><i>Cathy Law, Development Director, Campbell College, Belfast</i></p> <p>Reviewing the importance of building, protecting and promoting your brand as the foundation for the overall development of your school. Building your brand belief internally, promoting and protecting your reputation externally, driving your recruitment based on your core brand credentials and fostering positive relationships with all your key stakeholders.</p> <p>Chair: Moyra Rowney Suzuka</p>
	<p>Roundtable FDR</p> <p>Getting through the door</p> <p><i>Peter Anderson, Director of Development and Alumni Relations, The Royal Belfast Academical Institution</i></p> <p>Key prospects often don't have good memories of school, or any interest in engaging with their alma mater. It's likely they are being pursued by other charities and organisations looking for their support. This roundtable will explore some of the strategies we can employ to differentiate our cause and engage them.</p> <p style="text-align: right;">Brooklands</p>

	<p>The Roger Lupton Scholarship Scheme: fundraising to provide 100% bursaries FDR</p> <p><i>Richard Witt, Director, Sedbergh School Foundation</i></p> <p>Learn how Sedbergh School has used telephone campaigns, annual appeals, house appeals, major gifts, online giving, events and legacy pledges to raise £1 million for their 100% scholarship programme.</p> <p>Chair: Sean Davey Hungaroring</p>
	<p>Engaging with parents in the state sector FDR NEW</p> <p><i>Alan Wooley, School Business Manager and Bursar, St Olave's Grammar School</i></p> <p>Parents of pupils in the state sector do not expect to pay for their children's education. This presentation will outline what has been achieved at St Olave's through parent-to-parent communication – an annual income stream of more than £250,000.</p> <p>Chair: Jo Ballantine Hockenheim</p>
	<p>Forum for girls' schools GRL</p> <p><i>Julie Westley, Development Officer, The Kingsley School; Deirdre Young, Director of External Relations, Sutton High School</i></p> <p>An opportunity to share best practice and discuss the specific challenges faced by development professionals in girls' schools.</p> <p style="text-align: right;">Indianapolis</p>
10:30 – 11:15 Session 2	<p>Forum for advanced development professionals: how to find purpose and passion to lead ADV</p> <p><i>Stephen George, Fundraising and Leadership Coach and Consultant</i></p> <p>Leadership is the key to inspired donors and organisations that raise more and do more. This session helps you rediscover the passion and clarity that purpose brings, and shows you how to use it to energise and inspire yourself, and others, to be great leaders.</p> <p>Chair: Glen Fendley Silverstone Bar</p>
	<p>Empowering development: how the latest technology can transform your school's fundraising ALL</p> <p><i>Dan Keyworth, Director for Customer Engagement - Education and Foundations, Blackbaud</i></p> <p>With the ever-evolving landscape of CRM systems and digital technology, it is impossible to know where to start and what will make the difference to your school's development programme. This session will explore the opportunities and risks of investing in the latest technology, and will provide some top tips on ensuring you choose the right systems to empower your school towards more effective external relations.</p> <p>Chair: Jonny Hylton Suzuka</p>
	<p>The paradox between a capital campaign and a long-term development strategy ALL</p> <p><i>Fiona Clapp, Deputy Head (External Affairs), Sherborne Girls</i></p> <p>This session focuses on the lessons learnt whilst being involved in a major campaign for a new arts centre, and the challenge of thinking and planning for the long-term against delivering short-term fundraising targets.</p> <p>Chair: Helen Tranter Hungaroring</p>
	<p>Product showcase ALL</p> <p>Easy online bookings for all school events</p> <p><i>Joan Lind, Managing Director, Trybooking.co.uk</i></p> <p>Come and meet your new 24/7 team member who works quietly, takes bookings and sells tickets for any size of alumni/fundraising event. Come and view case studies from independent schools and a 'How to Get Started' tutorial.</p> <p style="text-align: right;">S6</p>

	<p>Running effective alumni events: some practical suggestions and ideas ALU</p> <p><i>Heather Bush, Development Director, Ipswich School; Peter Jakobek, Assistant Head, Alumni and Events, Bristol Grammar School; Eleanor Marsden, Director of Development, Farleigh School</i></p> <p>A panel of three presenters with different school backgrounds will provide a short overview of the alumni events they have run and reflect on how successful they have been. They will share their experience of the practicalities, including costs, venues and the level of school support. Workshop participants will be encouraged to share their own ideas and experiences.</p> <p>Chair: John Davidson Monza</p>
	<p>Feasibility studies: what are they and why bother? FDR</p> <p><i>Davina Fairweather, Director; Martin Horrox, Director, graycell consulting limited</i></p> <p>This session will look at what feasibility studies involve, when to do them, what schools can gain from them and how best to prepare for and respond to them.</p> <p>Chair: Melanie Bushell Hockenheim</p>
	<p>Harnessing the power of an alumnae network GRL</p> <p><i>Janice Larden-Price, Development Manager; Emma Thomson, Development and Alumnae Relations Coordinator, Girls' Day School Trust</i></p> <p>The GDST Alumnae Network is a unique network of over 70,000 women connected and committed to helping each other. As well as creating an emotional bond with their schools, the network aims to develop confident women for the future through career and professional development. Janice and Emma will share a number of initiatives that the network delivers, how this adds value to their alumnae, to their schools' educational offer and creates a varied programme beyond reunions.</p> <p>Chair: Julia Hodgkins Nurburgring</p>
11:15 – 12:00	<p>Coffee with sponsors and exhibitors The Market Place</p> <p>Forum for state schools</p> <p><i>Clare Atkinson, Development Director, Dr Challoner's Grammar School; Pippa Blackstone, Director of Development and Alumni Relations, Tonbridge Grammar School; Ilona Cains, Director of Development, Sir William Borlase's Grammar School</i></p> <p>Are you a schools' development professional in a state school? Do you have a question about development? This informal forum provides you with the chance to meet experienced development directors in the state sector and explore issues relevant to your school.</p> <p style="text-align: right;">The Courtyard</p>
12:05 – 12:50 Session 3	<p>Legitimate interests: a legal basis for processing personal data ADV</p> <p><i>Adrian Beney, Partner, More Partnership Ltd</i></p> <p>If you have well-established supporter relationships with your alumni, can you process data without obtaining consent? Join us to discuss Adrian's article on 'Guidance on UK and EU Fundraising Regulations' and navigate your way through the changes to data protection with your head held high.</p> <p>Chair: Lorna Stoddart Monza</p>
	<p>Developing a school-wide approach to fundraising! CPD</p> <p><i>Fiona Kirk, Senior Consultant and Managing Director, Marts & Lundy UK</i></p> <p>Embedding a culture of philanthropy throughout the entire school is critical to a successful development programme. This session will explore some of the common challenges development offices face in developing a culture of giving, and will provide examples of how your school can engage key stakeholders in championing your fundraising programme.</p> <p>Chair: Mr. Oliver A. Jackson-Hutt Indianapolis</p>

	<p>Is a picture worth a thousand words? EXT</p> <p><i>Craig Andrew, Head of External Relations; Kayleigh Norman, Senior Manager - Development and Marketing, The Abbey School, Reading</i></p> <p>Do we all blindly spend on traditional advertising? To what end? Are there viable alternatives to getting your brand awareness topping the charts? Is there a revolution afoot? Pop into this session to hear more.</p> <p>Chair: Karen Hartshorn Suzuka</p>
	<p>Creating a legacy strategy that inspires and engages FDR</p> <p><i>Stephen George, Fundraising and Leadership Coach and Consultant</i></p> <p>Legacies are a huge opportunity. But despite that many fundraisers struggle with legacies: where to start, what to say and what to do. This session explores ways to create and deliver a legacy strategy based on conversations, inspiration and engagement. It will explore ways to measure, how to find a proposition, and how to invest and plan to make legacies an integrated and key part of your fundraising.</p> <p>Chair: Peter Anderson Melbourne</p>
	<p>Prospect research in the finance sector: navigating the value FDR</p> <p><i>Tony Duggan, Development Research Manager, Cambridge University Development and Alumni Relations</i></p> <p>Learn the difference between hedge-funds, private equity partners, fund managers and tech sector venture capitalists, and discover how to find high net worth prospects in the finance sector.</p> <p>Chair: Mark Taylor Hockenheim</p>
	<p>Using grant funding to increase opportunities for pupils FDR</p> <p><i>Neil Mackintosh, Partnership Development Manager, Tile Cross Academy</i></p> <p>This session will signpost the wide spectrum of grant making bodies that can be approached to fund school development within both the state and independent sectors.</p> <p>Chair: Alison Cox Hungaroring</p>
13:00 – 13:45 Session 4	<p>Benchmarking can guide us towards raising more than £500,000 per year ALL</p> <p><i>Christian Propper, Senior Consultant, Director of Business Intelligence; Andy Wood, Director of Education, Graham-Pelton Consulting</i></p> <p>25% of schools that took part in the IDPE and Graham-Pelton Consulting's schools' alumni and fundraising benchmarking survey raised more than £500,000 per annum. How should you be investing your budget and time for maximum impact? In this preview of the results, Christian and Andy explain what we can learn from the patterns and trends found to help you confidently plan a path ahead for your fundraising.</p> <p>Chair: Jo Beckett Indianapolis</p>
	<p>Turning the tide: reinvigorating a development function ALL</p> <p><i>Sophie von Maltzahn, Director of Development and Alumni Relations, University College School</i></p> <p>How can a new director engage with stakeholder groups who have lost faith in the development office or are entirely unaware of its function and what it does? How do they establish a new 'order' and lay the groundwork for a major capital campaign and a change in culture?</p> <p>Chair: Marc Whitmore Nurburgring</p>

	<p>An update on data protection ALL</p> <p><i>Andrew Gallie, Senior Associate, Veale Wasbrough Vizards</i></p> <p>The impending implementation of GDPR (and recent changes to fundraising law and regulation) could fundamentally change the relationship between your school and your supporters. Packed with practical information, advice and support, this session will help ensure you are taking the necessary steps to data protection compliance, and provide an opportunity to ask legal experts your questions.</p> <p>Chair: Louise Bennett Monza</p>
	<p>Building alumni relations #theowensway ALU</p> <p><i>Mandy English, Alumni Relations Manager, Dame Alice Owen's School</i></p> <p>How to set up a win-win programme from scratch, building 4,000 contacts on a dedicated website. Includes solutions to financial, technical and staffing issues, recruitment, explains events that work, focussing on long-term planning. Bring a notebook – you'll need one.</p> <p>Chair: John Davidson Hockenheim</p>
	<p>With grateful thanks: delving deeper into successful stewardship FDR</p> <p><i>Eleanor Marsden, Director of Development, Farleigh School</i></p> <p>Learn how to create an innovative programme that embeds stewardship in your organisation and helps develop deeper relationships with your donors.</p> <p>Chair: Georgie Grant Haworth Hungaroring</p>
	<p>Using a school birthday to reach out to alumnae GRL</p> <p><i>Joanne Joyce, Director of Development and Alumnae Relations, Wimbledon High School</i></p> <p>Come and find out ways to make the most of a school birthday to reach out to your alumnae whatever your budget or resources. Are you looking for new ways to engage with your alumnae? Do you look at other schools and think we would never have the resource/budget for something on that scale? Come and find out more about how Wimbledon High School used their 135th birthday celebrations as a low cost way of engaging with their alumnae.</p> <p>Chair: Julia Hodgkins Suzuka</p>
13:45 – 14:30	<p>Lunch and close The Market Place</p>

Key to Conference Streams

- ADV Advanced
- ALL Appropriate for everyone
- ALU Alumni relations
- CPD Continuing professional development
- EXT External relations
- FDR Fundraising techniques
- GRL Girls' schools (Tuesday)
- HBG Heads, bursars and governors (Monday)
- NEW New to development (fewer than two years)

2017 Annual Conference Speakers

For more information about this year's speakers, please visit idpe.org.uk

PETER ANDERSON

Director of Development and Alumni Relations,
The Royal Belfast Academical Institution
Getting through the door (roundtable)
Tuesday 09:35 - 10:20 Brooklands

CRAIG ANDREW

Head of External Relations, The Abbey School,
Reading
Is a picture worth a thousand words?
Tuesday 12:05 - 12:50 Suzuka

CLARE ATKINSON

Development Director, Dr Challoner's Grammar
School
Forum for state schools
Tuesday 11:15 - 12:00 The Courtyard

CHRIS AUCKEN

Director, InTouch Software
*Choosing a development/alumni database
(roundtable)*
Tuesday 09:35 - 10:20 Brooklands

JOHN BATISTICH

Director, Potentiality
Potentiality (product showcase)
Monday 11:10 - 11:55 S6

ADRIAN BENEY

Partner, More Partnership Ltd
*Legitimate interests: a legal basis for processing
personal data*
Tuesday 12:05 - 12:50 Monza

ISABELLA BENNETT

Head of Development and Marketing, The Beacon,
Amersham
Measuring impact: making the unquantifiable count
Monday 11:10 - 11:55 Hockenheim

PIPPA BLACKSTONE

Director of Development and Alumni Relations,
Tonbridge Grammar School
Forum for state schools
Tuesday 11:15 - 12:00 The Courtyard

HEATHER BUSH

Development Director, Ipswich School
*Running effective alumni events: some practical
suggestions and ideas*
Tuesday 10:30 - 11:15 Monza

ILONA CAINS

Director of Development, Sir William Borlase's
Grammar School
Forum for state schools
Tuesday 11:15 - 12:00 The Courtyard

CHRIS CAMPBELL

Managing Director, Socius and Board Governor,
Somerset College
*Communication trends, tools and technology
(roundtable)*
Tuesday 09:35 - 10:20 Brooklands

PIPPA CARTE

Development Director, St Catherine's School,
Bramley and Consultant, Pippa Carte Consulting
Just add a little divine inspiration!
Monday 11:10 - 11:55 Suzuka

VICTORIA CETINKAYA

Senior Policy Officer, Information Commissioner's
Office
*Fundraising regulation and data protection: what
you need to know*
Monday 14:00 - 14:45 Brooklands

FIONA CLAPP

Deputy Head (External Affairs), Sherborne Girls
*The paradox between a capital campaign and a
long-term development strategy*
Tuesday 10:30 - 11:15 Hungaroring

H-J COLSTON

Joint CEO, Chopsticks Club
*How to engage with and influence your Chinese
parents and alumni (roundtable)*
Tuesday 09:35 - 10:20 Brooklands

MARK COOTE

Chief Executive Officer, Wells Cathedral School
Foundation
How do you overcome donor fatigue?
Monday 11:10 - 11:55 Indianapolis

SAMANTHA CORFIELD

Development Director, Lord Wandsworth
College
The Head, me and the DoD
Monday 15:40 - 16:25 Monza

JOHN DAVIDSON

Director of Alumni Relations, Exeter School
*From 500 to 5000: building alumni engagement
on a budget*
Tuesday 09:35 - 10:20 Monza

BRIAN DAVIES

Development Director, Bishop Vesey's Grammar
School
*Making a big impact when short of time and
new to development*
Monday 11:10 - 11:55 Hungaroring

TONY DUGGAN

Development Research Manager, Cambridge
University Development and Alumni Relations
*Prospect research in the finance sector:
navigating the value*
Tuesday 12:05 - 12:50 Hockenheim

ADRIAN EAGLESON

Director, TOWARD LTD
Building resilience
Monday 15:40 - 16:25 Nurburgring
Monday 16:35 - 17:20 Nurburgring

MANDY ENGLISH

Alumni Relations Manager, Dame Alice
Owen's School
Building alumni relations #theowensway
Tuesday 13:00 - 13:45 Hockenheim

DAVINA FAIRWEATHER

Director, graycell consulting limited
*Feasibility studies: what are they and
why bother?*
Tuesday 10:30 - 11:15 Hockenheim

DANIEL FLUSKEY

Head of Policy and Research, Institute
of Fundraising
*Excellent fundraising for sustainable futures:
ethics, compliance, and good practice*
Monday 15:40 - 16:25 Melbourne

ANDREW GALLIE

Senior Associate, Veale Wasbrough Vizards
An update on data protection
Tuesday 13:00 - 13:45 Monza

STEPHEN GEORGE

Fundraising and Leadership Coach
and Consultant
*Forum for advanced development professionals:
how to find purpose and passion to lead*
Tuesday 10:30 - 11:15 Silverstone Bar
*Creating a legacy strategy that inspires
and engages*
Tuesday 12:05 - 12:50 Melbourne

JONATHAN GILLESPIE

Headmaster, St Albans School
*Running the private and public phases of an
£8.5 million capital fundraising campaign*
Monday 15:40 - 16:25 Hungaroring

GEORGIE GRANT HAWORTH

Development Director, Royal Grammar School,
Guildford
Changing lives: yours and other people's
Monday 11:10 - 11:55 Monza

KATE GRAY

Development Director, St Albans School
*Running the private and public phases of an
£8.5 million capital fundraising campaign*
Monday 15:40 - 16:25 Hungaroring

KAREN HARTSHORN

Director of Development, Pangbourne College
*Eighteen months later: how is external relations
working?*
Monday 11:10 - 11:55 Melbourne

JENNY HIPWELL

IDPE Start-up Director
*Drop-in clinic for the IDPE start-up
mentoring service*
Monday 14:45 - 15:35 The Courtyard

MARTIN HORROX

Director, graycell consulting limited
*Feasibility studies: what are they and
why bother?*
Tuesday 10:30 - 11:15 Hockenheim

MR. OLIVER A. JACKSON-HUTT

Director of Development, High School
of Dundee
*Marriage at Cana for five pizzas and two
crème eggs*
Monday 16:35 - 17:20 Suzuka

PETER JAKOBEK

Assistant Head, Alumni and Events, Bristol
Grammar School
*Running effective alumni events: some practical
suggestions and ideas*
Tuesday 10:30 - 11:15 Monza

JO JOHNSON-MUNDAY

Foundation Director, Culford School
*A culture of philanthropy in schools: how the
Americans do it and what can we learn?*
Monday 12:05 - 12:50 Hungaroring

JULIAN JOHNSON-MUNDAY

Headmaster, Culford School
*A culture of philanthropy in schools: how the
Americans do it and what can we learn?*
Monday 12:05 - 12:50 Hungaroring

SIMON JONES

Director of Development, The Manchester
Grammar School
*The GDPR sets a high standard for consent -
this IS possible!*
Monday 12:05 - 12:50 Melbourne

The bursary roller coaster you can't get off

Monday 16:35 - 17:20 Melbourne

JOANNE JOYCE

Director of Development and Alumnae
Relations, Wimbledon High School
*Using a school birthday to reach out
to alumnae*
Tuesday 13:00 - 13:45 Suzuka

DAN KEYWORTH

Director for Customer Engagement - Education
and Foundations, Blackbaud
*Empowering development: how the latest
technology can transform your school's
fundraising*
Tuesday 10:30 - 11:15 Suzuka

FIONA KIRK

Senior Consultant and Managing Director,
Marts & Lundy UK

Developing a school-wide approach to fundraising!

Tuesday 12:05 - 12:50 Indianapolis

MAREK KWIATKOWSKI

Director of Development, Christ Church, Oxford

The natural history of major donors

Monday 16:35 - 17:20 Monza

JANICE LARDEN-PRICE

Development Manager, Girls' Day School Trust

Harnessing the power of an alumnae network

Tuesday 10:30 - 11:15 Nurburgring

CATHY LAW

Development Director, Campbell College,
Belfast

Building your brand: the three r's - reputation, recruitment and relationships

Tuesday 09:35 - 10:20 Suzuka

JOAN LIND

Managing Director, Trybooking.co.uk

Easy online bookings for all school events (product showcase)

Tuesday 10:30 - 11:15 S6

NEIL MACKINTOSH

Partnership Development Manager,
Tile Cross Academy

Using grant funding to increase opportunities for pupils

Tuesday 12:05 - 12:50 Hungaroring

ELEANOR MARSDEN

Director of Development, Farleigh School

Running effective alumni events: some practical suggestions and ideas

Tuesday 10:30 - 11:15 Monza

With grateful thanks: delving deeper into successful stewardship

Tuesday 13:00 - 13:45 Hungaroring

ROGER MARTIN

Director, British Schools and Universities
Foundation (New York, USA)

Getting the most from your US alumni (roundtable)

Tuesday 09:35 - 10:20 Brooklands

BECKI MCKINLAY

Director of Training and Coaching,
Graham-Pelton Consulting

The Head, me and the DoD

Monday 15:40 - 16:25 Monza

IAN MCLEAN

Managing Director, Ian McLean -
School Development Management

Just starting out

Monday 15:40 - 16:25 Indianapolis

DANNY MITCHELL

Capital Appeal Manager, Percy Hedley
Foundation and Founder, Change Fundraising

Thing big as the impossible is possible

Monday 12:05 - 12:50 Monza

MICHAELLA MITCHELL

Partner, Rux Burton Associates

In search of the Holy Grail - donor qualification in a post-profiling world

Tuesday 09:35 - 10:20 Melbourne

KAYLEIGH NORMAN

Senior Manager - Development and Marketing,
The Abbey School, Reading

Is a picture worth a thousand words?

Tuesday 12:05 - 12:50 Suzuka

GERALD OPPENHEIM

Head of Policy and Communications,
Fundraising Regulator

Fundraising regulation and data protection: what you need to know

Monday 14:00 - 14:45 Brooklands

JANE PENDRY

Head of Development, Dragon School, Oxford

Forum for prep schools (roundtable)

Tuesday 09:35 - 10:20 Brooklands

TRACY PLAYLE

CEO and Chief Content Strategist,
Pickle Jar Communications Ltd

Creating compelling content and experiences for international alumni engagement (interactive session)

Monday 12:05 - 13:05 Nurburgring

NICK PRIESTNALL

Director of Development, Mill Hill School
Foundation

Getting the most from your US alumni (roundtable)

Tuesday 09:35 - 10:20 Brooklands

CHRISTIAN PROPPER

Senior Consultant, Director of Business
Intelligence, Graham-Pelton Consulting

Maximising fundraising: what can senior leaders of schools learn from the IDPE benchmarking survey?

Monday 16:35 - 17:20 Indianapolis

Benchmarking can guide us towards raising more than £500,000 per year

Tuesday 13:00 - 13:45 Indianapolis

CHRIS RAINFORD

Business Development Manager,
Buffalo Fundraising Consultants

The GDPR sets a high standard for consent - this IS possible!

Monday 12:05 - 12:50 Melbourne

ROB REYNOLDS

Director of External Relations, Bedales Schools

Location, location, location

Monday 15:40 - 16:25 Suzuka

KATIE SHARMA

Partner, Rux Burton Associates

In search of the Holy Grail - donor qualification in a post-profiling world

Tuesday 09:35 - 10:20 Melbourne

GARY SHIPSEY

Managing Director, Protecture

The GDPR sets a high standard for consent - this IS possible!

Monday 12:05 - 12:50 Melbourne

ANDREW STEPHEN

Senior Product Consultant, Access thankQ CRM

Access thankQ CRM: a look at how an alumni and development database will handle the new world of data protection (product showcase)

Monday 12:05 - 12:50 S6

CAITLIN TEBBIT

Partner, Rux Burton Associates

The natural history of major donors

Monday 16:35 - 17:20 Monza

In search of the Holy Grail: donor qualification in a post-profiling world

Tuesday 09:35 - 10:20 Melbourne

EMMA THOMSON

Development and Alumnae Relations Coordinator,
Girls' Day School Trust

Harnessing the power of an alumnae network

Tuesday 10:30 - 11:15 Nurburgring

CATRIN TILLEY

Partner, More Partnership Ltd

Turning supertankers and herding kittens: the challenge of articulating your case for philanthropic support (interactive session)

Monday 12:05 - 13:05 Indianapolis

JOHN TIMPSON

Chairman, Timpson Limited

Keynote address

Monday 09:35 - 10:30 Brooklands

JOEL TROTMAN

NFP CRM Consultant, Access thankQ CRM

Access thankQ CRM: a look at how an alumni and development database will handle the new world of data protection (product showcase)

Monday 12:05 - 12:50 S6

JAMES UNDERHILL

Director, Underhill Associates

Use your Head

Monday 16:35 - 17:20 Hungaroring

VERYAN VERE HODGE

Head of Development, Bedales Schools

Location, location, location

Monday 15:40 - 16:25 Suzuka

SOPHIE VON MALTZAHN

Director of Development and Alumni Relations,
University College School

Turning the tide: reinvigorating a development function

Tuesday 13:00 - 13:45 Nurburgring

KEVIN WEBB

Development Director, Bishop's Stortford
College

Growing pains, bumps in the road and not expecting miracles: the early days of establishing a development office

Monday 12:05 - 12:50 Suzuka

JULIE WESTLEY

Development Officer, The Kingsley School

Forum for girls' schools

Tuesday 09:35 - 10:20 Indianapolis

MARC WHITMORE

Partner, More Partnership Ltd

Turning supertankers and herding kittens: the challenge of articulating your case for philanthropic support (interactive session)

Monday 12:05 - 13:05 Indianapolis

ADAM WILLIAMS

Headmaster, Lord Wandsworth College

The Head, me and the DoD

Monday 15:40 - 16:25 Monza

RICHARD WITT

Director, Sedbergh School Foundation

The Roger Lupton Scholarship Scheme: fundraising to provide 100% bursaries

Tuesday 09:35 - 10:20 Hungaroring

ANDY WOOD

Director of Education, Graham-Pelton
Consulting

Maximising fundraising: what can senior leaders of schools learn from the IDPE benchmarking survey?

Monday 16:35 - 17:20 Indianapolis

Benchmarking can guide us towards raising more than £500,000 per year

Tuesday 13:00 - 13:45 Indianapolis

ALAN WOOLEY

School Business Manager and Bursar,
St Olave's Grammar School

Engaging with parents in the state sector

Tuesday 09:35 - 10:20 Hockenheim

VANESSA YILMAZ

Director of Development and Communications,
Howell's School

It's not about the price tag

Monday 16:35 - 17:20 Hockenheim

DIERDRE YOUNG

Director of External Relations,
Sutton High School

Forum for girls' schools

Tuesday 09:35 - 10:20 Indianapolis

New to the IDPE Annual Conference?

Tips for first-time delegates

We want you to really enjoy your first IDPE conference. The sessions, workshops and roundtable discussions, along with the numerous opportunities to network, will all provide you with the information and support you need to develop your confidence in schools' development and enhance your career.

We hope that the tips below will be helpful, but if at any time during the conference you have a question, however small, please head to the conference registration desk where the IDPE staff will be delighted to help you.

Recognising who is who

You will notice that there is a blue sticker on your name badge, indicating that this is your first IDPE conference. This will help you distinguish other 'first-timers' and also enable others to recognise someone who may need a little help.

IDPE staff are easily identifiable by their red lanyards, and IDPE trustees and Regional Vice Presidents (RVPs) are indicated as such on their name badges.

Finding your feet and making new contacts

The IDPE Annual Conference is the largest gathering of schools' development professionals in the UK. You are surrounded by people just like you who are experiencing the same challenges. The people you meet during the conference could well form a vital support network for you in the coming years.

There are two networking opportunities specifically for first-time delegates to meet one another on Monday morning. Hosted by IDPE staff, trustees and volunteers, these sessions will allow you to ask questions and find out more about the conference and about IDPE, as well as meet others who are in the same boat. These sessions will take place in The Courtyard from 08:30 to 09:30 and from 10:30 to 11:05. The second session will include a short presentation on how to maximise your conference experience.

Planning your time effectively

The quick session planner on the back page of the programme allows you to plan your time effectively and highlight those sessions you wish to attend.

Please remember that the streams are there as a guide only. They indicate the main focus of the session, or the level at which it will be pitched, but you are very welcome to attend sessions within any stream.

Making the most of opportunities to learn

You will be presented with numerous new strategies and tactics over these two days. Challenge yourself to take these new ideas and apply them to your development office.

Don't be afraid to catch up with a speaker after a session if you'd like to discuss a specific issue in more depth or ask their opinion on how you can apply their suggestions to your school.

Keeping focussed

With so many sessions and speakers, it is easy to feel overwhelmed by the volume of information being delivered to you. Rather than trying to write down everything, just jot down a few buzz words and key associations which will allow you to remember the most important points when you are back in the office.

The vast majority of presentation slides will be available to download from the IDPE website after the conference.

Meeting the exhibitors

If you are looking for a new supplier, or are simply wishing to make new contacts, do make time to visit our exhibitors who are some of the leading suppliers to the sector. The conference is an opportunity to tap in to their expertise, make preliminary enquiries or firm up an initial meeting.



2017 Annual Conference Sponsors

Headline Sponsor



ToucanTech

A beautiful all-in-one community and database software.

w: toucantech.com

e: hello@toucantech.com

Platinum Sponsors



Blackbaud

The Total Development Solution: CRM | Digital | Social | Payments | Grants | Peer-to-Peer.

w: fundraising.blackbaud.co.uk

e: solutions@blackbaud.co.uk



Buffalo Fundraising Consultants

Buffalo is one of the leading regular giving consultants in the UK.

w: buffalofc.co.uk

e: marketing@buffalofc.co.uk



More Partnership Ltd

Fundraising Consultants. And More.

w: morepartnership.com

e: info@morepartnership.com



Rux Burton Associates

A British consultancy, working across the globe, specialising in all forms of regular giving including ED, DM and phone.

w: teleraise.com

e: info@teleraise.com

Gold Sponsors



Marts & Lundy

Marts & Lundy helps advance education through strategic, sustainable philanthropy.

w: martsandlundy.co.uk

e: kirk@martsandlundy.com



MCC

Creative solutions for alumni engagement and development campaigns.

w: mccdesign.com

e: hello@mccdesign.com



Rux Burton Associates

A British consultancy, working across the globe, specialising in all forms of regular giving including ED, DM and phone.

w: teleraise.com

e: info@teleraise.com

Silver Sponsors



InTouch Software

Professional database software for development, alumni and a lot more – for less.

w: intouchsoftware.co.uk

e: conf2017@intouchsoftware.co.uk



Potentiality

Engagement focused, innovative fundraising database/online community software.

w: ptly.com

e: info@ptly.com

2017 Annual Conference Exhibitors

Annual Funds



Buffalo Fundraising Consultants

Buffalo is one of the leading regular giving consultants in the UK.

w: buffalofc.co.uk

e: marketing@buffalofc.co.uk



Rux Burton Associates

A British consultancy, working across the globe, specialising in all forms of regular giving including ED, DM and phone.

w: teleraise.com

e: info@teleraise.com



Smarteezie Ltd

Sophisticated and intelligent telephone fundraising software and consultancy services.

w: smarteezie.com

e: enquiries@smarteezie.com

Data Management



SDS Group (Education & Heritage)

Specialists in the digitisation and retrieval of schools' documentation and heritage.

w: sds-group.co.uk

e: andyh@sds-group.co.uk

Databases



Access thankQ CRM

Fundraising and alumni CRM software for independent schools.

w: theaccessgroup.com/thankQ

e: nfp@theaccessgroup.com



Blackbaud

The Total Development Solution: CRM | Digital | Social | Payments | Grants | Peer-to-Peer.

w: fundraising.blackbaud.co.uk

e: solutions@blackbaud.co.uk



InTouch Software

Professional database software for development, alumni and a lot more – for less.

w: intouchsoftware.co.uk

e: conf2017@intouchsoftware.co.uk



Potentiality

Engagement focused, innovative fundraising database/online community software.

w: ptly.com

e: info@ptly.com

Donor Recognition



Briconomics Ltd

Donor recognition tools and revenue generation.

w: briconomics.com

e: enquiries@briconomics.com



donortrees.co.uk

Donor Trees are a proven way to increase donations to schools.

w: donortrees.co.uk

e: mail@donortrees.co.uk

Events



Trybooking.co.uk

Easy online bookings and payments for all school events.

w: trybooking.co.uk

e: team@trybooking.co.uk

Fundraising Consultants



Graham-Pelton Consulting

The trusted leader in non-profit fundraising management.

w: grahampelton.co.uk

e: inside@grahampelton.com



More Partnership Ltd

Fundraising Consultants. And More.

w: morepartnership.com

e: info@morepartnership.com



Philanthropy Company

Bespoke and professional fundraising consultancy.

w: philanthropycompany.com

e: enquiries@philanthropycompany.com



RSAcademics Ltd

RSAcademics has advised and supported over 600 leading independent schools.

w: rsacademics.co.uk

e: info@rsacademics.co.uk

Fundraising Tools



jumblebee Ltd

Online fundraising and live silent auction software.

w: jumblebee.co.uk

e: support@jumblebee.co.uk



School Notices Limited

Fundraising noticeboard platform for schools, free to join and benefit.

w: schoolnotices.co.uk

e: clare@schoolnotices.co.uk

International Fundraising



British Schools and Universities Foundation (BSUF)

A 501(C)3 charitable foundation, allowing people in the US to donate to IDPE member schools.

w: bsuf.org

e: info@bsuf.org

Marketing/Social Media



Brand design and communication

Haime & Butler

Brand design and communication.

w: haime-butler.com

e: nikki@haime-butler.com



Socius

Alumni and community strategists.

w: socius.ch

e: davidj@socius.ch



Take One TV

Specialist Promotional Video Production Service for schools and businesses.

w: takeonetv.com

e: admin@takeonetv.com

Online Alumni Communities



Graduway

Graduway is the leading alumni engagement tool for schools and universities.

w: graduway.com

e: info@graduway.com



ToucanTech

A beautiful all-in-one community and database software.

w: toucantech.com

e: hello@toucantech.com

Prospect Research



Prospecting for Gold

We provide research, screening, consultancy and training for successful fundraising.

w: prospectingforgold.co.uk

e: info@prospectingforgold.co.uk

Publishing



Third Millennium Publishing

The UK's leading partnership publisher for companies, brands and institutions.

w: tmbooks.com

e: info@tmbooks.com

Recruitment



Execucare

Execucare specialise in recruiting development directors for schools, universities, charities and arts organisations.

w: execucare.com

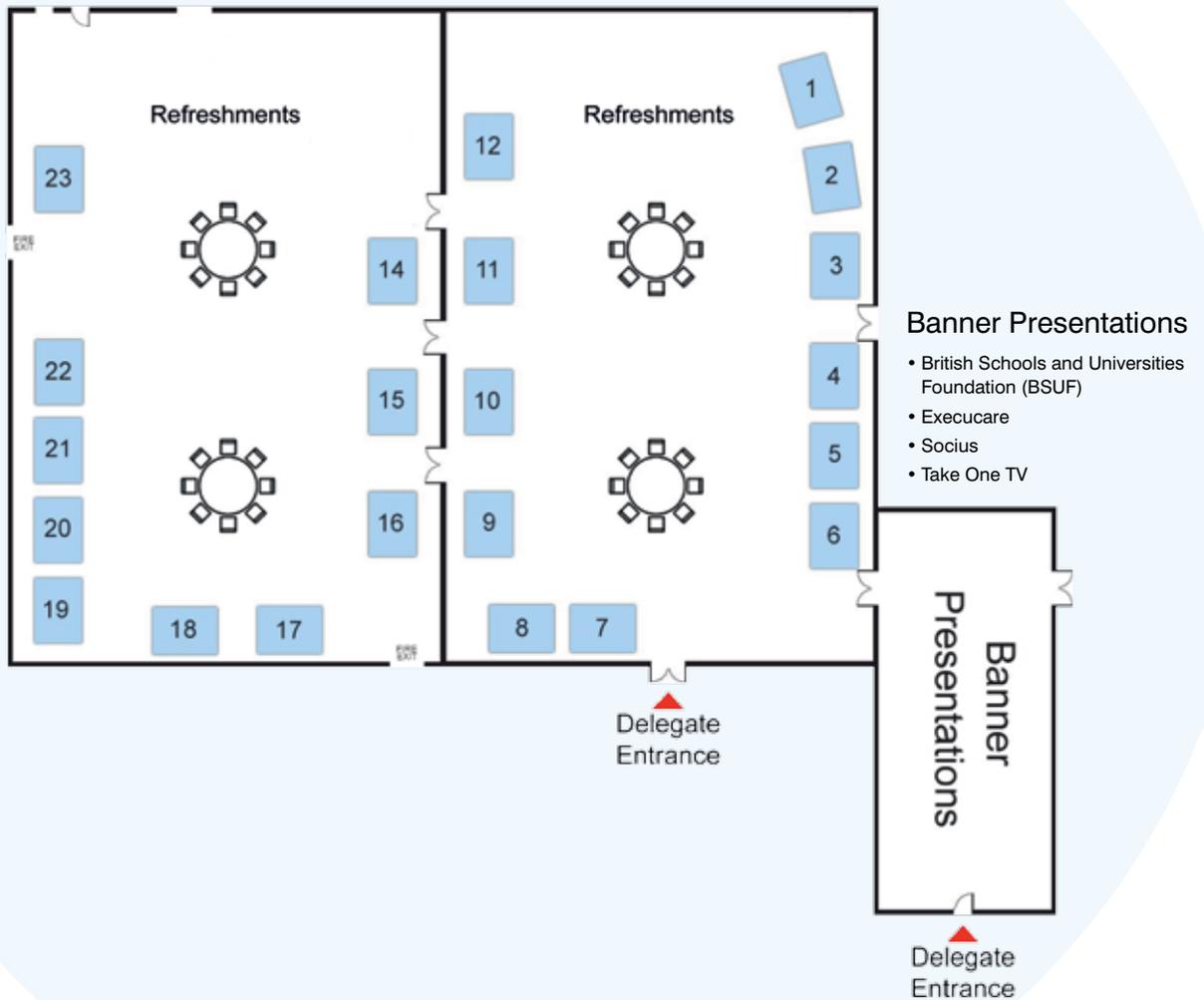
e: nicky.reames@execucare.com

For more information about our sponsors and exhibitors, please visit idpe.org.uk

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The Market Place

Plan of the exhibition hall



Exhibitor

Access thankQ CRM
 Blackbaud – platinum sponsor
 Briconomics Ltd
 Buffalo Fundraising Consultants – platinum sponsor
 donortrees.co.uk
 Graduway
 Graham-Pelton Consulting
 Haime & Butler
 InTouch Software – silver sponsor
 jumblebee Ltd
 More Partnership Ltd – platinum sponsor

Stand

1
 7
 3
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 12
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Exhibitor

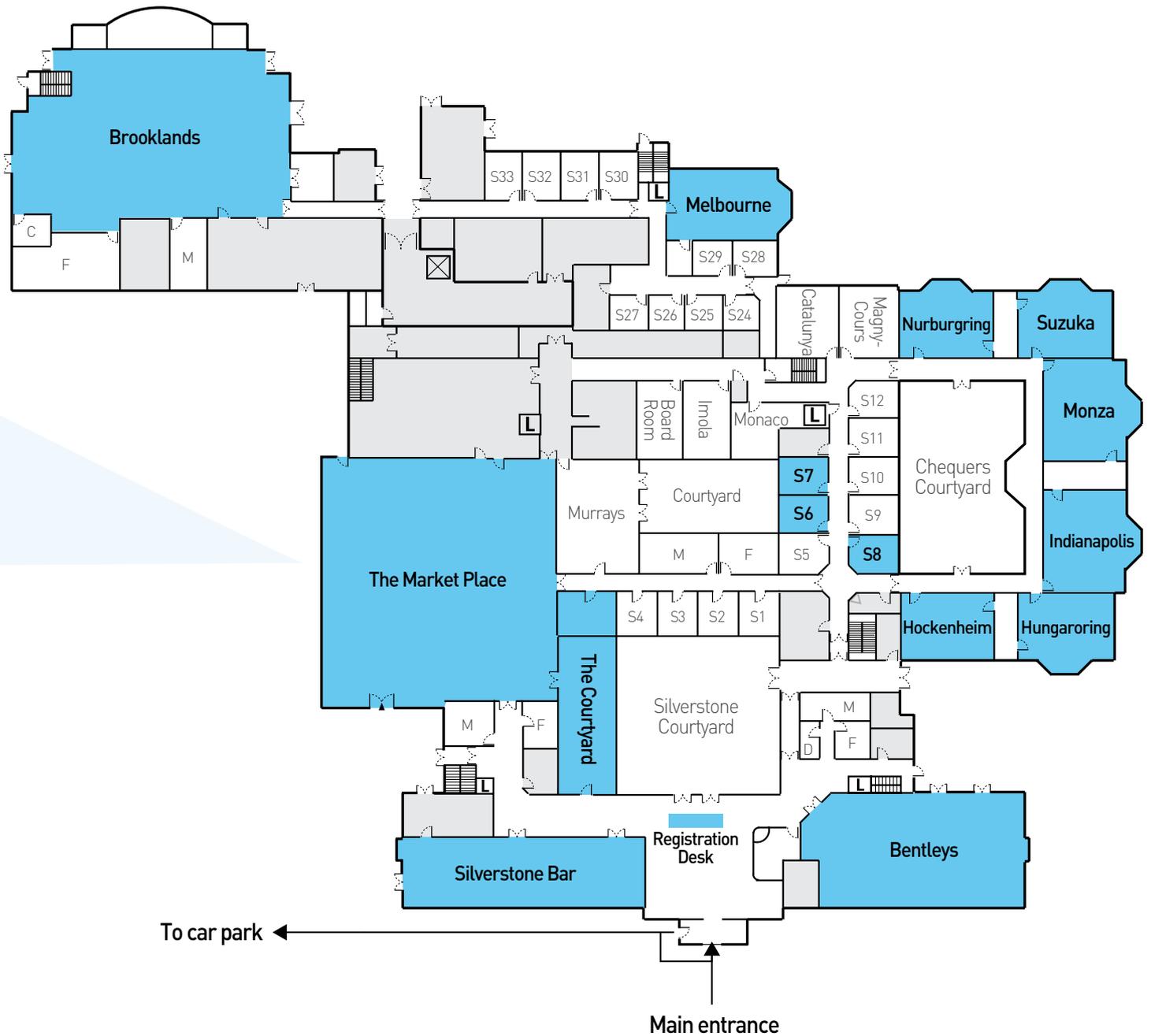
Philanthropy Company
 Potentiality – silver sponsor
 Prospecting for Gold
 RSAcademics Ltd
 Rux Burton Associates – platinum and gold sponsor
 School Notices Limited
 SDS Group (Education & Heritage)
 Smarteezie Ltd
 ToucanTech – headline sponsor
 Third Millennium Publishing
 Trybooking.co.uk

Stand

15
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Whittlebury Hall

Plan of the ground floor



	09:35 – 10:30	Opening and keynote address	Brooklands
	10:30 – 11:05	Coffee with sponsors and exhibitors	The Market Place
11:10 – 11:55 Session 1	ADV	How do you overcome donor fatigue?	Indianapolis
	ALL	Potentiality (product showcase)	S6
	ALU	Making a big impact when short of time and new to development	Hungaroring
	CPD	Measuring impact: making the unquantifiable count	Hockenheim
	EXT HBG	Eighteen months later: how is external relations working?	Melbourne
	FDR	Just add a little divine inspiration!	Suzuka
	NEW	Changing lives: yours and other people's	Monza
12:05 – 12:50 Session 2	ADV FDR	Think big, as the impossible is possible	Monza
	ALL	The GDPR sets a high standard for consent - this IS possible!	Melbourne
	ALL	Access thankQ CRM: a look at how an alumni and development database will handle the new world of data protection (product showcase)	S6
	FDR	A culture of philanthropy in schools: how the Americans do it and what can we learn?	Hungaroring
	NEW	Growing pains, bumps in the road and not expecting miracles: the early days of establishing a development office	Suzuka
12:05 13:05	ALU	Creating compelling content and experiences for international alumni engagement (interactive session)	Nurburgring
	CPD	Turning supertankers and herding kittens: the challenge of articulating your case for philanthropic support (interactive session)	Indianapolis
	12:50 – 13:55	Lunch with sponsors and exhibitors	The Market Place
	13:05 – 13:55	Lunch with sponsors and exhibitors (for delegates attending interactive sessions)	The Market Place
14:00 – 14:45 Session 3	ALL	Fundraising regulation and data protection: what you need to know	Brooklands
		14:45 – 15:35	Meet the exhibitors/networking session
		Afternoon tea with sponsors and exhibitors	The Market Place
		Drop-in clinic for the IDPE start-up mentoring service	The Courtyard
15:40 – 16:25 Session 4	ADV CPD	Building resilience (for pre-registered delegates only)	Nurburgring
	ALL	Excellent fundraising for sustainable futures: ethics, compliance, and good practice	Melbourne
	EXT	Location, location, location	Suzuka
	FDR	Running the private and public phases of an £8.5 million capital fundraising campaign	Hungaroring
	HBG	The Head, me and the DoD	Monza
	NEW	Just starting out	Indianapolis
16:35 – 17:20 Session 5	ADV	<i>Marriage at Cana</i> for five pizzas and two crème eggs	Suzuka
	ADV CPD	Building resilience (for pre-registered delegates only)	Nurburgring
	ALL	Maximising fundraising: what can senior leaders of schools learn from the IDPE benchmarking survey?	Indianapolis
	ALL	The natural history of major donors	Monza
	FDR	The bursary roller coaster you can't get off	Melbourne
	HBG	Use your Head	Hungaroring
	NEW	It's not about the price tag	Hockenheim
	17:25 – 17:40	IDPE 2017 Annual General Meeting	Hockenheim
		Tuesday 13 June 2017	Attend
	08:30 – 09:30	Coffee with sponsors and exhibitors	The Market Place
09:35 – 10:20 Session 1	ADV FDR	In search of the Holy Grail: donor qualification in a post-profiling world	Melbourne
	ALL ALU FDR	Roundtables (please see main programme for details)	Brooklands
	ALU	From 500 to 5000: building alumni engagement on a budget	Monza
	EXT	Building your brand: the three r's - reputation, recruitment and relationships	Suzuka
	FDR	The Roger Lupton Scholarship Scheme: fundraising to provide 100% bursaries	Hungaroring
	FDR NEW	Engaging with parents in the state sector	Hockenheim
	GRL	Forum for girls' schools	Indianapolis
10:30 – 11:15 Session 2	ADV	Forum for advanced development professionals: how to find purpose and passion to lead	Silverstone Bar
	ALL	Empowering development: how the latest technology can transform your school's fundraising	Suzuka
	ALL	The paradox between a capital campaign and a long-term development strategy	Hungaroring
	ALL	Easy online bookings for all school events (product showcase)	S6
	ALU	Running effective alumni events: some practical suggestions and ideas	Monza
	FDR	Feasibility studies: what are they and why bother?	Hockenheim
	GRL	Harnessing the power of an alumnae network	Nurburgring
	11:15 – 12:00	Coffee with sponsors and exhibitors	The Market Place
		Forum for state schools	The Courtyard
12:05 – 12:50 Session 3	ADV	Legitimate interests: a legal basis for processing personal data	Monza
	CPD	Developing a school-wide approach to fundraising!	Indianapolis
	EXT	Is a picture worth a thousand words?	Suzuka
	FDR	Creating a legacy strategy that inspires and engages	Melbourne
	FDR	Prospect research in the finance sector: navigating the value	Hockenheim
	FDR	Using grant funding to increase opportunities for pupils	Hungaroring
13:00 – 13:45 Session 4	ALL	Benchmarking can guide us towards raising more than £500,000 per year	Indianapolis
	ALL	Turning the tide: reinvigorating a development function	Nurburgring
	ALL	An update on data protection	Monza
	ALU	Building alumni relations #thewensway	Hockenheim
	FDR	With grateful thanks: delving deeper into successful stewardship	Hungaroring
	GRL	Using a school birthday to reach out to alumnae	Suzuka
	13:45 – 14:30	Lunch and close	The Market Place