

2019 QUEENSLAND CHAPTER CONFERENCE

THURSDAY 5 September 2019
Principals, Business Managers, Board Members and Staff Day

8:00am	9:00am	REGISTRATIONS OPEN			
9:00am	9:30am	OFFICIAL OPENING AND WELCOME			
Session 1	9:30am - 10:30am	KEYNOTE ADDRESS - GLENN CAPELLI "Leading learning in a crazy world" (Part 1)			
10:30am	10:55am	MORNING TEA & EXHIBITOR NETWORKING			
		ADMISSIONS	MARKETING	ALUMNI	FUNDRAISING
Session 2 11:00am - 11:45am	Maximising your enrolment potential - how does your office compare? Neil McWhannell, CEO, Educate Plus	Same same, but different - Knowing how and why you're different is more than visuals, it's steeped in strategy Suzanne and Scott Oxford, New Word Order	What we can learn from corporate organisations with an alumni focus Amy Henderson, Alumni, Legacy and Major Donor Manager, Royal Brisbane and Women's Hospital Foundation	Building an effective working relationship between the development office and the head of the school Brad Fenner, Headmaster Prince Alfred College, SA, Ross Scrymgeour, Director of Advancement, Prince Alfred College, SA former Principal of Hereworth School, Dr David Mulford, Former Headmaster Newington College	
Session 3 12:00noon - 12:45pm	What research shows in the school selection process A panel Discussion: Angelin Achari, Admissions and Community Relations St Margaret's Anglican Girl's School, David Robertson, Executive Director Independent Schools Queensland and Denise Black, Parent	How principals can build their School's profile Dylan Malloch, Director of Marketing/ Communications, St Paul's School	Leveraging alumni profiles for the advancement of your organisation: Panel Discussion Sue Russell, Alumni Coordinator, St Aidan's AGS, Mikaeli Costello, Director, Alumni and Community Relations, UQ and David Rosenthal Community Development Manager, Ipswich Grammar School	Maximise the sponsorship income stream to your school John Phillips, Director of Advancement, Brighton Grammar	
1:00pm	1:45pm	LUNCH & NETWORKING			
Session 4 2:00pm - 2:45pm	Using your database to leverage enrolments Geordie Mitchell, Director of Enrolment Management, Buckingham Brown & Nichols School, USA	Video marketing on a budget - creating professional content with your smartphone Adam Erbacher, The Film Tree	Managing your community through a long term crisis Paul Nolan, Director of Community Development, St Patrick's College, Ballarat	How your fundraising message can be the critical difference between success and failure Ben Thurlow Foundation Manager Villanova and Mark Schroder, Manager, Marketing & Communications, UQ	
Session 5 3:00pm - 3:45pm	Current legal issues affecting the admission office Suzanne Brooks, Education Barrister Brisbane	Joint session with alumni - online presence essentials - Google, LinkedIn and websites Sue Ellson, LinkedIn and Marketing Specialist	Joint session with marketing - online presence essentials - Google, LinkedIn and websites Sue Ellson, LinkedIn and Marketing Specialist	A case study: Transforming your annual appeal with crowdfunding Glenda Fitz-Payne, Director of Development, Citipointe Christian College, Emma Boyar, Charidy	
3:45pm	4:15pm	AFTERNOON TEA			
Session 4:15pm - 5:00pm		KEYNOTE ADDRESS - GLENN CAPELLI "Leading learning in a crazy world" Part 2			
DRAW		KINGFISHER BAY RESORT VOUCHER			
Session 7 6:30pm	5.15pm - 6:30pm	LOOK EDUCATION CONFERENCE COCKTAILS			
		PROGRAMMED CONFERENCE AND AWARDS DINNER Lighthearted Dinner Address: Dr David Mulford former Headmaster Newington College			

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FRIDAY 6 September 2019

8:30am	9:00am	REGISTRATIONS OPEN				
9:00am	9:15am	WELCOME				
Session 8	9:15am - 10:30am	ROUND TABLE DISCUSSIONS				
		ADMISSIONS	MARKETING	ALUMNI	FUNDRAISING	
9.15am - 9.45am	The evolving enrolment cycle John Bacon, Director of Admissions, Somerset College and John Collins, Managing Director, Business Revelations	The changing face of digital marketing - new trends and technologies for schools Mara Roberts, Schools Marketing Specialist, Mara Roberts School Marketing	Getting traction with social media Monique Parker, Group Monique Parker, Director of Marketing and Communications, Kingfisher Bay Resort Group, Fraser Island	Naming opportunities Inma Beaumont, Director of Advancement, Alumni and Stakeholder Relations, Faculty of Health and Behavioural Sciences, UQ		
10.00am - 10.30am	Cultural change - transforming all staff into "admissions marketers" Ian Mendes, Business Manager, Downlands College and Troy Morgan, Director of Wellbeing Strategy, Springday	LinkedIn connect marketing tips and strategies to generate views, engagements and results Sue Ellson, LinkedIn and Marketing Specialist	Can the mantle of care and support for alumni be extended beyond the school gate? Dr Toby Ford, CEO/Founder Ford Health	International fundraising: securing gifts from abroad Lea Walker-Franks, Development of Development and Foundation Executive Officer, St Joseph's, Gregory Terrace		
10:30am	10:55am	MORNING TEA & EXHIBITOR NETWORKING				
Session 9	11.00 am - 11:45am	KEYNOTE PRESENTATION - CARREN SMITH - Inspired from inside out				
Session 10	12.00 noon - 12.45 pm	Creating a data dashboard for admissions reporting Geordie Mitchell, Director of Enrolment Management, Buckingham Brown & Nichols School, USA	How to run a successful open day campaign Brady Downes & Anita Beasley, Managing Director/Strategist, Design by Look	How to audit your online presence and Understand your current performance! Sue Ellson, LinkedIn and Marketing Specialist	Quest for the Ultimate gift - A bequest Nina Mullins, Bequest Manager, UQ and Lara Pickering - Director of Philanthropy and Stakeholder Engagement, St Margaret's Anglican Girls' School	
1:00pm	1:45pm	LUNCH & NETWORKING				
Session 11	SPEED SESSION FOR ALL STREAMS (10 slides in 10minutes followed by discussion) Choose your topics					
2.00pm - 2.20 pm	My top 3 secrets to successful negotiating Carren Smith	Digital marketing to increase parent retention. How to use digital marketing tools to communicate with current families to increase their perception of value Mara Roberts, Schools Marketing Specialist Mara Roberts School Marketing	Young alumni programs Rob Needham, Director of Business Development Sheldon College	Donor driven giving circles - is this a trend for you? Lesley Ray, Executive Director of Philanthropy, Mater Foundation		
2.25pm - 2.45pm	52 secrets of psychology sound practical advice - tips that can spark those light bulb moments and change a life's course Dr Chris Day	Content marketing strategies along with collaborating with influencers and crowd-sourced content Monique Parker, Director of Marketing and Communications, Kingfisher Bay Resort Group, Fraser Island	Accuracy and maintenance of your alumni database - best practices for a small team David Miles, Old Boys Manager Anglican Church Grammar School	Tips for working with foundation boards Jeff Buchanan, Senior Consultant, Askright		
Session 12	3.00pm - 3.45pm	KEYNOTE PRESENTATION - Dr Diane Harner, The neuroscience of persuasion - how to influence to get what you want				
DRAW		KINGFISHER BAY RESORT VOUCHER				
3:45pm	4.00pm	CONFERENCE REFLECTIONS & CLOSE				

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