

Come and Look through the Looking Glass

The 2017 NSW/ACT Conference themes of Change, Create and Connect will provide a myriad of opportunities for advancement professionals to learn more about the changing scope of education and stimulate new thinking.

Delegates will be inspired to create change and innovate within their organisation.

BENEFITS OF ATTENDING

Choose from an innovative program, focusing on best practice, issues and strategies most relevant to today's advancement professionals, in the areas of Marketing & Communications, Fundraising, Admissions, and Alumni.

MARKETING AND COMMUNICATIONS

Optimising the use of social media, websites, video and other traditional and digital marketing provides the opportunity to reach communities, enhancing relationships and increasing engagement. Along with inventive and high quality campaigns, you can convey vital messages to key stakeholders. Join us to hear from leading communications specialists and influencers to explore practical, strategic and creative ways to build on your marketing and communications.

FUNDRAISING

Get exclusive access to innovative ideas and insights into fundraising chemistry! Designed to ensure exposure of fundraising techniques, disciplines, trends and ideas, these sessions will provide an opportunity to examine current best practice and the future direction of fundraising.

ADMISSIONS

Do you know what really motivates someone to apply to your educational institution? Given the many varied challenges facing enrolment leaders in today's increasingly competitive market, it is critical that we understand what factors drives them choose their school or university. We will also explore how to "navigate the maze of the modern family," as well as looking at ingenious ways to attract new families and steward the loyalty of those already in your community. Join fellow professionals from our industry along with other experts, as we traverse the challenges and opportunities in this exciting time.

ALUMNI

Examine operational tactics to harness the power of your existing alumni communities and identify new networks that represent engagement opportunities for your educational institution. Using specific examples and thought-provoking frameworks, delegates will focus on the traditional elements of alumni engagement strategies, as well as looking at new methodologies to maximise your alumni engagement.

SOCIAL EVENTS

MONDAY

5pm: Pre-dinner drinks at Zeta Bar at the Hilton Hotel (optional)
(*\$10 Cocktail menu available*)

7pm: Kick up your heels at the "Mad as a Hatter" Awards Dinner at the stylish Queen Victoria Building Tea Rooms in central Sydney.

TUESDAY

Conference Close: Networking Drinks (sponsored by UNSW)



Get Social

Join the conversation on Twitter: use the conference hashtag

#EdPlusTTLG17

Follow Educate Plus on LinkedIn, Twitter and Facebook.

REGISTER NOW AT

www.educateplus.edu.au/chapters/nswact

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Educate Plus NSW/ACT Chapter Conference 2017

Through the Looking Glass:

A Wonderland of Learning



4 - 5 September 2017

UNSW CBD Campus
1 O'Connell St. Sydney

Be inspired!

Come and look Through the Looking Glass at the 2017 Educate Plus NSW/ACT Chapter Conference

The Educate Plus NSW/ACT Chapter Conference 2017 will focus on issues and strategies most relevant to today's advancement professionals, stimulating new thinking, and inspiring creativity and action.

Featuring
An impressive
lineup of speakers,
including:

DR JASON FOX
KEYNOTE SPEAKER OF
THE YEAR 2016
"MAKE CLEVER HAPPEN"
AUTHOR, LEADERSHIP
ADVISOR

CAROLYN STENHOUSE
INTERNATIONAL
KEYNOTE SPEAKER
"FROM GOOD TO GREAT"
TRANSFORMATIONAL
MASTER COACH

SUSAN PASCOE AM
COMMISSIONER,
AUSTRALIAN CHARITIES
AND NOT-FOR-PROFITS
COMMISSION

JEFF BULLAS
INTERNATIONAL
KEYNOTE SPEAKER
FORBES' TOP 20 INFLUENCERS
OF CMOs 2017
#1 GLOBAL DIGITAL
MARKETING INFLUENCER 2016

JULIA TAUBER
DIRECTOR OF DEVELOPMENT,
UNIVERSITY OF SYDNEY
MEDICAL SCHOOL

DR DAVID PAUL
CHANGE AND LEADERSHIP
MANAGEMENT CONSULTANT

BARBARA WATKINS
PRINCIPAL,
LORETO NORMANHURST

MICHAEL SMITH
PRINCIPAL,
HILLS GRAMMAR

PROGRAM INSIDE

BRING THE
WHOLE
TEAM!

4-5 SEPTEMBER
2017

#EdPlusTTLG17

REGISTER NOW AT

www.educateplus.edu.au/chapters/nswact

plus: fellow industry professionals and other leading experts

2017 NSW/ACT Chapter Conference:
Through the Looking Glass: A Wonderland of Learning

4 - 5 September 2017



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a network of advancement professionals

DAY ONE - Monday 4 September 2017

DAY TWO - Tuesday 5 September 2017

PRINCIPALS' MORNING

8:00 - 9:00am	Registration desk open; coffee and tea available			
9:00 - 9:10am	MC: Grant Birse , NSW/ACT Chapter Conference Committee; Director of Marketing & Development, St John's College Acknowledgement of Country Official Welcome: David Osborne , President, Educate Plus NSW/ACT Chapter, Community Relations Manager, The King's School Opening Remarks: Grace Paraino , NSW/ACT Chapter Conference Chair, Dean of Development & Alumni, Loreto Normanhurst			
9:10 - 10:15am	Conference Partner, Leonard's Advertising, Kate Faithorn, CEO, to introduce keynote speaker Keynote Address: Dr Jason Fox - "Make Clever Happen"			
10:15 - 10:45am	Morning Tea and Sponsor Networking			
	Fundraising Sponsored by: O'Keefe & Partners	Alumni	Marketing & Communications	Admissions
10:50 - 11:35am	Setting up and running a charitable foundation; ACNC requirements and not-for-profit laws <i>Ms Susan Pascoe AM, Commissioner, Australian Charities and Not-for-profits Commission</i>	Strategies for Alumni Engagement <i>Mandy Loomes, Director of Alumni and Development, Barker College</i>	The Secrets of Neuroscience: Change your thinking, Transform your communications <i>Dr David Paul Change and Leadership Management Consultant</i>	"The lessons I have learnt from others" What are the hot enrolment topics around Australia and NZ? <i>Bruce Perry, Registrar, St Andrews Cathedral School</i>
11:40am - 12:30pm	Major Gifts: developing the relationship, making the ask, and engaging educational leaders as partners <i>Julia Tauber, Director of Development at University of Sydney Medical School</i>	Surveying your Alumni <i>Heleen Fourie, Old Girls Relations Manager, Abbotsleigh</i>	Protecting your digital brand in an online world <i>Mark Barrett, Director, CIMarketing</i>	Admissions and the Law - navigating the maze of the modern family <i>Susan Warda Mills Oakley Law</i>
12:30 - 1:30pm	Buffet lunch <i>Sponsored by: Promotive Group</i>			
1:35 - 2:20pm	Digital Fundraising Success <i>Shanelle Newton Clapham, CEO, Parachute Digital</i>	Alumni perspective - what do alumni want? <i>Giselle Collins, President, Ascham Old Girls' Union; Tim Peisley, Committee Member, The Banksia Project;</i>	How to use video to leverage your brand and engage your community <i>Geoff Anderson, Video Producer, Author, Sonic Sight</i>	Scholarship Programs - Panel Session <i>Michael Smith, Principal, Hills Grammar; Catherine Marvell, Director of Enrolments, PLC Sydney; Debra de Belle, Admissions Manager, The Kings School</i>
2:25 - 3:15pm	The Cause Report - What schools can learn and apply from this key not-for-profit sector research. An opportunity to dive into best practice learnings for the education sector <i>Luke Branagan, Philanthropic Services Director, JBWere</i>	Creating WOW events <i>Sandy Goddard, Director of Community Relations, Canberra Grammar School</i>	Reboot your brand and reputation - A powerful case study on how to attract new students and engage with existing students and alumni <i>Glenis Carroll, Executive Director, Marketing, Office of Marketing & Communications, Western Sydney University</i>	The Pursuit of Happiness? Parents' perception of happiness and how it informs their school choice <i>Myfanwy Stanfield, Registrar, Ascham School</i>
3:20 - 3:50pm	Afternoon Tea Break and Sponsor Networking			
3:55 - 4:45pm	How to use the fundraising power of excellent stewardship <i>David Day, Impact100 Sydney North; Tina Fleming, Educate Plus</i>	Running a successful Alumni mentoring program <i>McCarthy Mentoring and Wenona case study</i>	Attracting enrolments through online marketing <i>Sam Rahmanian, General Manager AU/NZ, Finalsite</i>	
4:45pm	End of Day One Optional: Pre-dinner drinks at Zeta Bar, Hilton Hotel			
7:00pm	Kick up your heels at the "Mad as a Hatter" Awards Dinner at the stylish Queen Victoria Building Tea Rooms in central Sydney. <i>Included with Full Registration.</i>			

8:30 - 9:00am	Registration desk open; coffee and tea available			
9:00 - 10:05am	MC: Kelly Mancey , NSW/ACT Chapter Conference Committee; Director - Community Engagement, Pymble Ladies' College Conference Partner, Clarke Murphy Print, Benn Murphy, Director, to introduce keynote speaker Keynote Address: Carolyn Stenhouse - "From Good to Great"			
10:10 - 10:40am	Morning Tea and Sponsor Networking			
	Fundraising Sponsored by: O'Keefe & Partners	Alumni	Marketing & Communications	Admissions
10:45 - 11:35am	Privacy of donors' data - key considerations for fundraisers <i>Yvette Vignando, Director of Development, Abbotsleigh</i>	Maximising the power of LinkedIn for you and your institution <i>Sue Ellison, LinkedIn expert</i>	Panel Q&A - submit your challenges to our panel of industry professionals <i>Belinda Stoneham, Director of Enrolments and Community Relations, Wenona School; David Anderson, Director of Enrolments, William Clarke College; Myfanwy Stanfield, Registrar, Ascham School</i>	
11:40am - 12:35pm	From feasibility study to launching a capital campaign: The highs and lessons learnt from the St Catherine's Journey <i>Marilyn Rickard, Director of Community Relations, St Catherine's; Julie Johnson, Managing Director, O'Keefe & Partners</i>	The 3 essential pillars for social media success <i>Jeff Bullas - blogger, author, international keynote speaker (Forbes' Top 20 Influencers of CMOs 2017; #1 Global Digital Marketing Influencer 2016)</i>	"Strawberries, a dog, a mummy and some road signs" Attracting new enrolments <i>Jo Hutchens, Director of Marketing, Enrolments and Community Relations, Thomas Hassall Anglican College</i>	
12:40 - 1:45pm	Buffet lunch			
1:50 - 2:50pm	Engaging international alumni and families in your fundraising efforts - Panel Session <i>Mary Cook, Director of Development, Kincoppal Rose Bay; Murray Happ, Director of Development, St Aloysius' College</i>	Managing your committee / board / volunteers <i>Nell Anderson, Chair Ascham School Council; Denise Cheng, Partnerships Manager, The Reach Foundation, and former Board member, Loreto Normanhurst</i>	Maximising your website to increase enrolments <i>Simon Wales, Director, Scribble and Think</i>	
3:00 - 4:00pm	Feature Event: "Through the Looking Glass" Speakers: Carolyn Stenhouse; Kate Faithorn (CEO, Leonards); Barbara Watkins (Principal, Loreto Normanhurst) Facilitator: Yvette Vignando			
4:00 - 4:05pm 4:05 - 5:00pm	Conference thanks and close Networking Drinks (sponsored by UNSW)			

ACCOMMODATION OPTIONS

Radisson Blu Hotel – 20% discount
 27 O'Connell Street, Sydney
 From \$290 per night
Quote code: #170901EPCC
 E: res.sydplaza@radisson.com

The Tank Stream Hotel – includes breakfast
 97-99 Pitt Street, Sydney
 From \$270 per night
Quote code: EDUCATE17
 E: reservations@tankstreamhotel.com

Sydney Lodges – 10% discount
 Potts Point, Sydney
 10% off public rate
Quote code: GWB
<https://www.sydneylodges.com/sydney-city-accommodation/>
 Visit: www.educateplus.edu.au/chapters/nswact
 for more information

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