



LEVERAGING METRICS TO IMPROVE ADVANCEMENT EVENTS

September 27, 2017 :: 1:00 - 2:15 p.m. EDT

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Be more strategic with evaluating each of your events.

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OVERVIEW

Learn how to comprehensively and objectively assess the success of your events and develop criteria for successful ones. Join Lynne Wester to learn an evaluation model and gain insights on how to collect data before, during, and after events to comprehensively evaluate success.

TOOLS TO EVALUATE YOUR ADVANCEMENT EVENTS

These resources are included in your registration to help you gather feedback and evaluate your events:

- Follow-up communications for attendees and non-attendees
- Editable 21-criteria evaluation form
- Event summary document
- Lifetime value of event attendees workbook

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/leveraging-metrics-improve-advancement-events-september-2017



WHO SHOULD ATTEND

Advancement professionals charged with planning, managing, and executing events for alumni or donors will leave this session better able to objectively measure the success of their events.

LEARNING OUTCOME

After participating in this online training, you will be able to objectively evaluate your advancement events.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

AGENDA

Wednesday, September 27, 2017 :: 1:00 - 2:15 p.m. EDT

➔ Understanding Successful Events

- Unique identifiers of advancement event success
- Attendee mix
- Location
- Follow-up
- Concrete ROI evaluation for events

➔ Surveying and Data Collection

- Collecting data before, during, and after the event
- Leveraging event evaluations to develop unique, meaningful events

➔ How to Evaluate and Eliminate a Failing Event

- Focusing on mission-centric events
- Engaging event volunteers in other opportunities



INSTRUCTOR

Lynne Wester, Donor Relations Guru

Lynne is a frequent conference speaker and a well-known resource for donor relations and fundraising. She has been featured in *The Washington Post*, *CURRENTS* magazine, *The Chronicle of Philanthropy* and other industry publications. Lynne also created the website and blog www.donorrelationsguru.com where she shares her expertise, opinions, and collections of samples on a variety of topics to the greater development world and hosts a monthly webinar series.

Using her hands-on approach, Lynne works with many organizations to help them keep their focus donor driven, technology savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan, and holds a master's in strategic fundraising and philanthropy with an emphasis in higher education.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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EARLY BIRD PRICING

Postmarked on or before September 20, 2017. After September 20, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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