



CONFERENCE

ADVANCEMENT EVENTS STRATEGY

March 8 - 9, 2018

Chicago, IL





Learn how to strategically increase engagement and giving with your advancement events.

OVERVIEW

Creative events can provide a high return on investment and increase engagement for your alumni and donors. But, poorly executed—lacking strategy or performed solely out of tradition—events can simply be a drain on resources.

Join us to develop a cohesive strategy for your alumni and donor events, including a framework for vetting future events, performing proper follow-up with attendees, and ensuring that one of your largest budget items is working towards your goals. We will cover ideas and best practices for large-scale events such as galas, homecomings, and reunions, as well as smaller ones like salon events and career-oriented alumni programming.

Note: This conference will not cover event planning basics, but is instead focused on higher-level strategy.

LEAVE WITH AN ACTION PLAN

After walking through critical development and execution strategy, you will have working time to tackle one of your own events. You will leave this working session with an action plan for improving this event and have the opportunity to receive feedback from our experts and your peers.

WHO SHOULD ATTEND

Advancement, alumni relations, and institution-wide professionals who produce or help develop events for alumni relations and/or advancement shops will benefit from this conference.

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.

LEARNING OUTCOME

After participating in this conference, you will be able to better strategize for your advancement events to increase engagement and giving.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/advancement-events-strategy/



AGENDA

DAY 1

8:30 - 9:00 a.m.

Conference Registration and Breakfast (included in registration fee)

9:00 - 9:30 a.m.

Conference Opening and Introductions

9:30 - 10:30 a.m.

The Current State of Advancement and Alumni Events

This opening session will take a careful look at the current state of events in advancement and alumni relations. What is working well in the industry? What needs to change? We will examine how this conference will help you evaluate your current events and programming to understand how to adjust course as needed.

10:30 - 10:45 a.m.

Break

10:45 a.m. - 12:15 p.m.

Developing Event Purpose and Strategy

While understanding each event's purpose and developing a strategy to execute that purpose may seem straightforward, your institution likely has events that are hosted annually without taking a step back to understand how these events fit into your shop's overall goals. This session will introduce a framework that you will be able to apply to each of your events to ensure they are leading you down a productive path.

12:15 - 1:15 p.m.

Lunch (included in the registration fee)

1:15 - 2:30 p.m.

Event Follow-Up and Metrics

How you follow-up with attendees after events can largely determine how productive an event was. What does this type of intentional follow-up look like? In addition, how do you know if an event was productive and successful? In this session, we will walk you through developing metrics to successfully debrief each event, as well as how to do so annually in a comprehensive way.

2:30 - 3:30 p.m.

Strategizing for Large Donor and Fundraising Events

This session will talk through pre- and post-event work for cultivation and solicitation, and partnerships with gift officers and donor relations officers for your larger, and smaller, signature donor events.

3:30 - 3:45 p.m.

Afternoon Break

3:45 - 4:30 p.m.

The Heart of the Matter: Storytelling and Live Events

This session will explore the fundamentals of good storytelling, including understanding your audience and your institution's message, and how to identify the "characters" of your story. It will also explore the various modes of storytelling that work best during live events, with a special emphasis on advancement-focused events in higher education.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY 2

8:30 - 9:00 a.m.

Breakfast (included in the registration fee)

9:00 - 10:15 a.m.

Engaging Alumni Events and Programming

Now that we have a better understanding of how to assess current events and programming, the next few sessions will dive into examples and best practices. This session will include ongoing alumni programming, including alumni career programs, translating campus traditions to off-campus environments, homecoming, reunion, awards, etc.

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:45 a.m.

Developing Your Event Strategy and Action Plan

With a sense of which events you would like to tackle once back on campus, this working session will help you translate the event framework for one of your upcoming events, noting action steps for developing partnerships and transforming lackluster events. You will have the opportunity to work with faculty, present on your plans, and receive feedback from your peers.

11:45 a.m. - 12:15 p.m.

Final Conference Q&A and Evaluation



INSTRUCTORS

Matthew Helmer, Executive Director of CSU Events & Community Engagement, Colorado State University

Matthew is an advancement professional with more than 20 years of experience in event production, fundraising, public relations and constituent engagement. Matthew currently serves as Executive Director of CSU Events and Community Engagement at Colorado State University, where he provides creative and strategic leadership for a talented team of event, communications and donor relations professionals who manage more than 300 engagement opportunities annually. Additionally, he is directly responsible for Presidential events and constituent engagement strategy for the CSU System.

Known for a love of novel ideas, Matthew led an innovative reorganization at CSU in 2010, consolidating responsibility for all alumni, donor and university events under the CSU Events umbrella. This organizational shift opened the door for a candid conversation about the power of purposeful events, leading to a more strategic approach to engagement and significantly contributing to more than five consecutive years of record-breaking fundraising results.

In 2015, Matthew became a founding member of the Donor Relations Guru Group, a consulting collaborative spearheaded by internationally known author, speaker and consultant, Lynne Wester.

A Louisiana native, Matthew is a proud alumnus of the University of Arkansas and remains an avid Razorbacks fan. He currently lives in Colorado with his partner, their two-year-old son, and two fur babies.

Jennifer Richwine, Executive Director of the Washington, D.C. Office, Wake Forest University

Jennifer has more than 19 years of experience in special events and higher education. In 2014 she was named Wake Forest University's first Executive Director of the Washington, D.C. Office. In this capacity she partners with campus departments (Advancement, Alumni Engagement, Office of Personal and Career Development, the Provost, Deans, and academic departments) to develop and enhance programs for the entire alumni, parent and friend constituency in the D.C. metro area, as well as between and among faculty and students on campus, building a bridge from campus to one of the University's key cities. She also leads the development of a study/internship program for undergraduates who wish to study and work in the nation's capital, opening in Fall 2017.

Prior to her current role, she was vice president of university events, where she was responsible for the overall strategy, production and execution of the signature events for the university. Her experience covers a wide range of events, from intimate donor dinners at the president's house, to large-scale events including inaugurations, national presidential debates, campaign kickoffs, film screenings, tapings of NPR's "Wait, Wait Don't Tell Me," and ESPN's Homecoming Show with Rick Reilly, as well as 12 years of commencements with national and international dignitaries. While head of the events team at Wake Forest, Jennifer's interest and focus were on event strategy, success metrics before and after an event, and execution of events without reinventing the wheel. She and her staff regularly partnered with development, stewardship and donor relations, and principal gifts staff to customize events and visits to campus, creating an experience designed to engage constituents in a more meaningful way with the university and its mission. Jennifer's passion for expressions of gratitude in any workplace environment led her to author a book entitled *With Gratitude - The Power of a Thank You Note*, which was named the number one new release in business etiquette. Jennifer is a Phi Beta Kappa alumna of Wake Forest University with a bachelor's degree in English.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

March 8 - 9, 2018 :: Chicago, IL

HOTEL:

Wyndham Grand Chicago Riverfront Hotel
71 E Upper Wacker Dr.
Chicago, IL 60601

Room Rate: \$149 + tax
Room Block Dates: The nights of March 7 and 8, 2018 .
Rate available until February 16, 2018.

Please book early - rooms are limited and subject to availability.

Reserve Your Room: Click the button below or call 312-346-7100. Please indicate that you are with the Academic Impressions group to receive the group rate.

Shuttle: Fare is approximately \$14, per person, one way. Advanced reservations are encouraged. Visit SuperShuttle's website or call 800.258.3826 to make your reservation.

Uber / Lyft: Fare is approximately \$25 one way. Rates will vary.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Thursday, breakfast on Friday, as well as refreshments and snacks throughout the conference.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

CONFERENCE
Advancement Events Strategy
\$1,195

EARLY BIRD PRICING

Postmarked on or before February 16, 2018. For registrations postmarked after February 16, 2018, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

My check is included and covers _____ registration(s) Check # _____

Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

DAILY PULSE - Scan current events, timely research, and notable practices at other institutions.

WEEKLY SCAN - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

DIAGNOSTIC - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.