



CONFERENCE

ADVANCEMENT EVENTS STRATEGY

November 28 - 29, 2018

San Diego, CA





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 events (i.e., lacking strategy or performed solely out of tradition) 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.

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 | NOVEMBER 28, 2018

8:30 - 9:00 a.m.

Conference Registration and Continental 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

We 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. We 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? 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, as well as 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, as well as 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 | NOVEMBER 29, 2018

8:30 - 9:00 a.m.

Continental 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, CSU Events & Community Engagement, Colorado State University

Bio coming soon.

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

Bio coming soon.



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

November 28 - 29, 2018 :: San Diego, CA

HOTEL:

Westin San Diego
400 W Broadway, San Diego, CA 92101
Phone number: 619.239.4500

Room rate: \$169.00

Room block dates: November 27 and 28, 2018

Room block cutoff date: November 6, 2018

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