

ADVANCEMENT EVENTS STRATEGY

November 18 - 19, 2019 | Baltimore, MD



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. However, poorly executed events, like those lacking strategy or performed solely out of tradition, can simply drain 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 will instead focus 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.

OPTIONAL POST-CONFERENCE WORKSHOP: MAXIMIZING YOUR EVENT COMMUNICATIONS

In this session, you will learn the strategies and best practices you need to elevate and revamp your event communications plan and pieces. We will cover possible avenues for event follow-up communication as well as non-email methods for effectively engaging alumni, such as social media and direct mail. You will leave this workshop with an event communications plan template and a portfolio of samples that you'll be able to put to use once you're back on campus.

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.

AGENDA

DAY 1

Conference Registration and Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Conference Opening and Introductions

9:00 - 9:30 a.m.

The Current State of Advancement and Alumni Events

9:30 - 10:30 a.m.

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.

Break

10:30 - 10:45 a.m.

Developing Event Purpose and Strategy

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

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.

Lunch (included in the registration fee)

12:15 - 1:15 p.m.

Event Follow-Up and Metrics

1:15 - 2:30 p.m.

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.

AGENDA

DAY 1 (CONTINUED)

Strategizing for Large Donor and Fundraising Events

2:30 - 3:30 p.m.

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.

Afternoon Break

3:30 - 3:45 p.m.

The Heart of the Matter: Storytelling and Live Events

3:45 - 4:30 p.m.

We 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. We 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.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

DAY 2

Continental Breakfast (included in the registration fee)

8:30 - 9:00 a.m.

Engaging Alumni Events and Programming

9:00 - 10:15 a.m.

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

Morning Break

10:15 - 10:30 a.m.

AGENDA

DAY 2 (CONTINUED)

Developing Your Event Strategy and Action Plan

10:30 - 11:45 a.m.

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.

Final Conference Q&A and Evaluation

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

INSTRUCTORS

Matthew Helmer

Assistant Vice President, University Advancement, Colorado State University

Matthew has more than 20 years of experience in event production, fundraising, constituent engagement, and the donor experience. As Executive Director of CSU Events and Community Engagement, Matthew 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.

In 2010, Matthew led an innovative reorganization at CSU, consolidating responsibility for alumni, donor, and university events. 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.

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

Jennifer Richwine

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

In her current role, Jennifer partners with various areas of campus, from Advancement to academic departments, to develop programs for alumni, parent, friend, faculty, and student constituencies in the D.C. metro area, building a bridge from campus to one of the University's key cities. She leads the development of a study/internship program for undergraduates, opening in Fall 2017.

She was previously vice president of university events, where she was responsible for the strategy, production, and execution of events. Her experience covers a wide range of events, from intimate donor dinners at the president's house, to large-scale events including inaugurations and national presidential debates. She partnered with development, stewardship, donor relations, and principal gifts staff to customize events and visits to campus, creating an experience designed to more meaningfully engage constituents. Jennifer's passion for expressions of gratitude in any workplace environment led her to author the book, *With Gratitude - The Power of a Thank You Note*.

LOCATION

November 18 - 19, 2019 | Baltimore, MD

Hotel:

Hyatt Regency Baltimore Inner Harbor

300 Light Street

Baltimore, MD 21202

410-528-1234

Room rate:

\$179 + tax

Room block dates:

The nights of November 17 and 18, 2019.

Room block cutoff date:

October 25, 2019.

Reserve Your Room: Please call 410-528-1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues