



Venue: International School of Kuala Lumpur
TUESDAY, March 23, 2010

Pre-Conference for International and Independent Schools, hosted by the
 International School of Kuala Lumpur

Location: Jalan Kolam Air, Ukay Heights, 68000 Ampang, Selangor, Malaysia

- 07:15 Transfer from Traders Hotel to KLCC
- 08:00 - 08:30 Coffee & Registration
- 08:30 - 09:00 Welcome to the International School of Kuala Lumpur
 - ★ Mr. Paul Chmelik, Head of School
 - ★ Mrs. Toni Mullen, Director of Alumni Affairs
- 09:00 - 10:00 Devil is in the Details: Starting Your Advancement Operation from Scratch
 - ★ Mr. David Shepherd, United World College of South East Asia
- 10:00 - 10:15 Morning Break
- 10:15 - 11:15 Cultivating Private Support for Independent Schools
 - ★ Mr. John Lang, Fettes College (Edinburgh)
- 11:15 - 12:00 Working with Corporate Partners & Debenture Programmes
 - ★ Ms. Tine Gregory, Tanglin Trust School (Singapore)
- 12:00 - 13:15 Tour of School and Lunch
- 13:15 - 14:00 Better Board Relations
 - ★ Mrs. Catherine MacNeill, Engagement Analysis Inc.
- 14:00 - 15:00 We're all a Twitter: Social Networking and Alumni Engagement
 - ★ Ms. Prapti Sherchan, United World College of South East Asia
- 15:00 - 15:15 Afternoon Break
- 15:15 - 16:00 Case Study: How We Turned a \$50 Annual Fund Gift to a \$3 million Bequest
 - ★ Mr. Murray Happ, St Aloysius' College (Sydney)
- 16:00 - 16:30 Conclusion: Q & A with all presenters
- 16:30 Adjourn and transfer back to Traders Hotel

08:00 - 18:00	Conference Registration/Service Desk Open at Traders Hotel
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Venue: Kuala Lumpur Convention Centre
WEDNESDAY, March 24, 2010

08:00 - 18:00	Registration/Service Desk Open at Kuala Lumpur Convention Centre (Level 3, West Wing)			
09:00 - 10:00	Pre-conference orientation New to Advancement? Joanna Motion, CASE Chua Beng Hwee, National University of Singapore (Room 303)		Pre-conference orientation New to the region? Krista Slade, CASE Assoc. Prof. Datuk Azarae Hj. Idris, University of Malaya (Room 304)	
10:30 - 12:30	Opening Ceremony & Leadership Dialogue Guest of Honour: His Royal Highness Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah , Pro-Chancellor - University of Malaya Welcome Remarks: Conference Chair: Prof. Datuk Dr Ghauth Jasmon Vice-Chancellor, University of Malaya Leadership panel: moderated by the President of CASE, Mr. John Lippincott , in conversation with Vice Chancellors from the region (Prof Datuk Dr Ghauth Jasmon, University of Malaya; Dr. Haji Zulkarnain bin Haji Hanafi, Universiti Brunei Darussalam & Prof. Paul Thomas AM, University of the Sunshine Coast) (Conference Hall 1)			
12:30 - 13:45	Lunch Break (Conference Hall 2)			
13:45 - 14:45	Plenary Session: Vocation & Calling: Why we do what we do Melissa Aratani Kwee , Civic Entrepreneur & Chairman, Millenia Hotels PLC (Conference Hall 1)			
15:00 - 16:00	"Engaging Young Alumni" Kim Harvey, University of Adelaide (Room 303)	"Capital Campaigns" Kathy Nelson, GG+A (formerly with University of Hawaii) (Room 304)	"Benchmarking Advancement: Results of the <i>Chronicle's</i> Survey of International Fundraising by Higher Education Institutions" Kathryn Masterson, <i>The Chronicle of Higher Education</i> (Room 306)	"Institutional Politics - A Love Story" Jo Agnew, Agnew Associates; Sophie Lei, WWF Hong Kong & Joanna Motion, CASE (Room 308)

16:00 - 16:30	Afternoon Tea & Networking Exhibition Hall Open - Poster Presentation Open Book Store Open				
16:30 - 17:30	"3.0: Social Networking for Alumni Relations" Prapti Sherchan, United World College of South East Asia & Jennifer Clark, University of Adelaide (Room 303)	"Survey of Southeast Asia - Trends in Philanthropic Giving" Josie Fernandez, Philanthropy Asia (Room 307)	"Academic Partnerships that Prosper" Prof. Glenn Bowes, University of Melbourne (Room 304)	"Working Optimally with Volunteers & Board Members" Ellen Sullivan, Harvard University (Room 306)	"All The Right Moves - Prospect Management" Stephen Mally, Blackbaud Asia Pacific (Room 308)
19:00 - 21:00	Welcome Reception at 'The Apartment' at Kuala Lumpur City Centre				

THURSDAY, March 25, 2010

07:30 - 08:30	Breakfast Roundtables at Traders Hotel (for in-house hotel guests) (GOBO Upstairs Lounge & Grill, Level 6)				
08:00 - 18:00	Registration/Service Desk Open at Kuala Lumpur Convention Centre (Level 3, West Wing)				
09:00 - 09:50	Plenary Session: "Leverage: Respecting the value of donors & other partners" Prof. Paul Greenfield AO, Vice Chancellor - University of Queensland Response: Prof. Sir Duncan Rice, Principal and Vice-Chancellor, University of Aberdeen (Conference Hall 1)				
10:00 - 11:00	"Serial Reciprocity: Pass It On!" Christine Keller Smith, formerly with the Australian National University (Room 303)	"Leaving a Legacy: Bequests" Dr. Alan Watkinson, Trinity College (Room 304)	Case Study - University of Hong Kong's "First in Family" Kitty Wong, University of Hong Kong (Room 306)	"Alumnder-graduates'- Instilling a sense of alumniship online <u>now</u> to ensure future engagement" Adrian Porter, Precedent (Room 308)	"Face the Challenge: Creating Community in Times of Crisis" Dr. Imad Baalbaki, American University of Beirut (Room 307)
11:00 - 11:30	Morning Tea & Networking Exhibitor Hall Open - Poster Presentation Open Book Store Open				
11:30 - 12:30	"How Do I Measure Thee? Let me count the ways...' Alumni Engagement" Catherine MacNeill, Engagement Analysis Inc. (Room 303)	"Fundraising in Asia - Opportunities and Challenges" Ricky Cheng, The Chinese University of Hong Kong (Room 304)	Case Study: QUT's Learning Potential Fund Simone Garske, Queensland University of Technology (Room 306)	"Who do they think you are?' What your institution can learn from stakeholder research" Kate Hunter, CASE Europe (Room 308)	"Coming to a Campus Near You: The For-Profit Model" Maziar Sabet, Laureate Education (Room 307)
12:30 - 13:45	Lunch Break (Conference Hall 2)				

13:45 - 14:45	<p>"Alumni Relations 101 - an Asian Perspective"</p> <p>Prof. Teo Choo Soo, National University of Singapore (Room 303)</p>	<p>"Million Dollar Baby: University of Western Australia's Annual/Phone Campaign"</p> <p>Deirdre de Souza & John Rux-Burton (Room 304)</p>	<p>"Maintaining Momentum in Tough Economic Times"</p> <p>Ellen Sullivan, Harvard University (Room 306)</p>	<p>"'Nothing Escapes Him' : Sherlock Holmes and the Case of the Under-Resourced Prospect Researcher"</p> <p>Crispin Rice, UNSW Foundation (Room 308)</p>	
15:00 - 16:00	<p>"Working With Special Alumni Constituencies"</p> <p>Assoc Prof Dr. Zubaidah Ibrahim-Bell, University of Malaya (Room 303)</p>	<p>"Major Gift Fundraising East, West - Vive La Difference?"</p> <p>Sophie Lei, WWF Hong Kong (Room 304)</p>	<p>"Mission Possible: Excelling in Stewardship"</p> <p>Clare Pullar, University of Queensland (Room 306)</p>	<p>"A Customer-Centric Approach: Making sure the process works, the challenges with solutions"</p> <p>Lori Manders, Aberdeen University (Room 308)</p>	<p>"Managing Your Brilliant Career"</p> <p>Jocelyn Kelty, Richmond Associates (Room 307)</p>
16:00 - 16:30	<p>Afternoon Tea & Networking Exhibitor Hall Open - Poster Presentation Open Book Store Open</p>				
16:30 - 17:30	<p>"Take your Alumni Program to the next level - utilizing comprehensive qualitative research to drive strategy"</p> <p>Julie Mannion and Kym Madden Queensland University of Technology (Room 303)</p>	<p>"What to Focus on When Starting Up"</p> <p>Angela Chapman, National University of Singapore (Room 304)</p>	<p>"From the Frontlines of the Global Financial Crisis - Looking Forward"</p> <p>Don Fellows, Marts and Lundy; Daniel McDiarmid, Global Philanthropic and Kathy Nelson, GG+A (Room 306)</p>	<p>"Beyond teaching and learning - the student experience online"</p> <p>Adrian Porter, Precedent (Room 308)</p>	<p>"Institutional Advancement with Campuses on Different Continents"</p> <p>Kate Robertson, University of Nottingham (Room 307)</p>
19:00 - 22:00	<p>Gala Dinner + CASE Awards Presentation CEO Leadership Award Presentation: Prof Paul Thomas AM, University of the Sunshine Coast Cultural Performances Kuala Lumpur Convention Centre</p>				

FRIDAY, March 26, 2010

07:30 - 08:30	Breakfast Roundtables at Traders Hotel (for in-house hotel guests) (GOBO Upstairs Lounge & Grill, Level 6)				
08:00 - 14:00	Registration/Service Desk Open at Kuala Lumpur Convention Centre (Level 3, West Wing)				
09:00 - 09:50	Keynote Address: <i>Malaysia Bohleh!</i> Tengku Tan Sri Dr. Mahaleel bin Tengku Ariff (Conference Hall 1)				
10:00 - 11:00	<p>"International Alumni & Institutional Advancement"</p> <p>Prof. Bill MacGillivray, Southern Cross University (Room 303)</p>	<p>"iGave: Philanthropy and Student Volunteers"</p> <p>Marina Tan-Harper, Nanyang Technological University (Room 304)</p>	<p>"Bringing a Foundation to Life: Strategy and Stories"</p> <p>Ros Casey & Kenneth Loughnan AO, Victoria University (Room 306)</p>	<p>"Branding Your Global University"</p> <p>Timothy Tan, Tisch Asia (Room 308)</p>	<p>"Third Culture Kids"</p> <p>Toni Mullen, International School of Kuala Lumpur (Room 307)</p>
11:00 - 11:30	Morning Tea & Networking Exhibitor Hall Open - Poster Presentation Book Store Open				
11:30 - 12:30	Closing Plenary: "Magic, Muggles and Mirrors: On Harry Potter and Finding Your Own Philosopher's Stone" Lorna Somers, McMaster University (Conference Hall 1)				
12:30 - 13:30	Lunch Break (Conference Hall 2)				

14:00 - 17:00	<p align="center"><u>Masterclasses (extra registration applies - ask at registration desk)</u></p> <p>These sessions are intensive discussion groups, limited to 15 persons each.</p> <p align="center">1) Getting Going: Fundamentals and Focus David Shepherd, United World College of South East Asia (Jasmin 1, Level 1, Hotel Impiana)</p> <p align="center">2) Extreme Major Gifts: A Conversation from Identification to Closing Kheng Chuan Chew, Nanyang Technological University (Singapore) (Melati, Level 1, Hotel Impiana)</p> <p align="center">3) Metrics to Make the Case for Alumni Relations Catherine MacNeill, Engagement Analysis Inc. (Mawar, Level 1, Hotel Impiana)</p>
	<p align="center">Conference Concludes</p> <p align="center">Optional free tours of the University of Malaya, Nottingham University Malaysia and Taylors University College (ask at Conference Desk to Register)</p>

Additional Information and speaker biographies are progressively being added to the conference website: http://www.case.org/Conferences_and_Training/APAC_KL09.html