

# PLANNER

## Alumni Relations

### TRACK PLENARY: ALUMNI ENGAGEMENT STRATEGIES: PILLARS, PRINCIPALS AND PRIORITIES



**Choo Soo Teo**  
Director of Alumni Relations,  
National University  
of Singapore

### What we sow today we reap tomorrow

Stefanie Kirwald, Marketing Manager  
Alumni, Delft University of Technology,  
The Netherlands

### Young alumni 'Oxford Ten'

Caroline Cain, Deputy Director of Alumni Relations,  
University of Oxford, UK

### Building young alumni affinity through a home-grown online community

Peter Brunner, Executive Director,  
ETH Zurich, Switzerland

### BUILDING A CASE FOR INTERNATIONAL ALUMNI RELATIONS: PRINCIPALS AND PRACTICES FOR GETTING STARTED



**Gretchen Dobson Shapiro**  
Senior Associate Director,  
Regional and International  
Programs Office of Alumni  
Relations, Tufts University,  
USA

### Coping with diminished resources

Claudie Combélas, Head of Alumni Engagement,  
University of Warwick, UK

### International CASE Alumni Relations Survey (ICARS) panel session

Alison Coles, Head of Development and Alumni,  
University of Hertfordshire, UK

### FACEBOOK: A PRACTICAL SESSION ON HOW TO MAKE IT WORK FOR YOUR INSTITUTION



**Alex Schultz**  
Internet Marketing Manager,  
Facebook

**“The sessions were absolutely perfect in tone, relevancy and pitch to the audience.”**

## Senior Practitioners



**This year the conference programme is providing more dedicated professional development for senior practitioners.**

**These sessions will provide an opportunity for you to engage with your peers at a strategic level. Look out for this icon on the conference programme.**

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## Communications

### TRACK PLENARY: YOU ARE NOT ALONE



**Greg Dyke**  
Chancellor,  
University of York, UK  
(Former Director-General,  
BBC)

### What to do when the spotlight's on

Severin Carrell, Scotland Correspondent,  
*The Guardian* Newspaper, UK and Jill Cochrane,  
Managing Director, Vertex Training, UK

### Not just the staff survey: know what your people really think

Liam Fitzpatrick, Head of Practice, Change and  
Internal Communications, Bell Pottinger, UK

### Measuring the impact of what we do

Catherine Seddon, Marketing Analyst,  
Manchester Metropolitan University, UK

### Creating an internal communications tool kit

Jenny Davenport, Director, People in Business, UK

### CORPORATE SOCIAL RESPONSIBILITY: DOING GOOD AND SHOUTING ABOUT IT



**Irena Wiederspohn**  
Alumni Relations and  
Communications Manager,  
Mannheim Business  
School, Germany

**“All the sessions I attended were with like-minded people who seemed to share or have experience of the same issues.”**

### COMMUNICATING IN TOUGH TIMES: A CASE STUDY IN EFFECTIVE INTERNAL COMMUNICATION



**Mark Hill**  
Head of Internal  
Communications,  
AXA Life, UK

### Turning an academic into an ambassador

Nicky Baird, Deputy PR and Media Manager and Ray  
Jones, Professor of Social Work, Kingston University, UK

### How to get the most out of your events

Fiona Blair, Director of Events, University of Reading, UK

### Location, location, location: how universities and towns can work together to promote themselves

Tom Rice, Head of Marketing, Glasgow City Marketing  
Bureau, UK; Susan Stewart, Director of Corporate  
Communications, University of Glasgow, UK and  
Marsha Tatipikalawan, Director of Communications,  
Utrecht University, The Netherlands

### CRISIS COMMUNICATIONS: WHEN TERRORISM HITS HOME



**Mark Sudbury**  
Deputy Director and Head  
of Corporate Communications,  
University College London, UK

### How student communications enhances student experience and creates committed alumni

David Hind, Democracy and Communication  
Officer, University of Nottingham Students' Union  
and Sobia Tanveer, Student Communications  
Officer, University of Nottingham, UK

### How to sell your story

Severin Carrell, Scotland Correspondent,  
*The Guardian* Newspaper, UK and Jill Cochrane,  
Managing Director, Vertex Training, UK

### Cutting carbon without tears: how communications can help turn people green

Robert Tomlinson, Head of Media and  
Communications, University of Edinburgh, UK

### Keeping on the right side of the law

David Banks, Senior Lecturer of Media Law,  
University of Sunderland, UK

### Stakeholder profiling

Terence Gibbons, Corporate and Public  
Affairs Manager and Michael Lavery, Director  
of Communications, University of Durham, UK

### SOCIAL MEDIA FOR TECHNOFOBES



**Tracy Playle**  
Communications Consultant,  
Pickle Jar Communications,  
UK

30 AUGUST – 2 SEPTEMBER 2010

Register online today [www.case.org](http://www.case.org) enter CASE code: CEAC

With over 80 professional development sessions to choose from there is something for everyone! Here is a taster...

## Fundraising

### TRACK PLENARY: WHAT'S NEXT FOR FUNDRAISING?



**Professor Eric Thomas**  
Vice-Chancellor,  
University of Bristol,  
UK

With **Colin McCallum**, President, Glasgow  
Caledonian University Foundation and Assistant  
Vice Principal, Glasgow Caledonian University,  
UK and **Alfonso Sánchez Tabernero**, Vice-  
Rector for International Relations, University  
of Navarra, Spain; chaired by John Lippincott,  
President, CASE

**“The range of topics for experienced fundraisers was excellent.”**

### Going native: how the annual fund model is maturing outside the US

Heather Campbell, Senior Executive Individual  
Giving and Annual Fund, Imperial College London,  
UK and Adrian Salmon, Annual Funds Manager,  
University of Leeds, UK

### Corporate giving: philanthropy, marketing or a bit of both?

Corinne Degoutte, Campaign Director,  
Paris Tech, France and Andy Wood, Director  
of Development, University of Reading, UK

### GET YOUR SHARE OF THE MISSING MILLIONS: MAKING TAX EFFICIENT GIVING WORK



**Panikos Efthimios**  
Training Manager,  
Charities – Communications,  
CAF, UK

### Prospect research: how I learned to stop worrying and love wealth and inclination ratings

Madeleine Harwood, Prospect Research Manager,  
University of Bristol, UK and Karl Newton, Prospect  
Research Manager, London School of Economics, UK

### Writing proposals and making the case

Bill Bruty, Director, Fundraising Training Ltd, UK

### MAJOR GIFTS 101



**Liesl Elder**  
Director of Development,  
University of Edinburgh, UK

### Fundraising frontiers:

#### the wealth pendulum swings east

Susie Hills, Director of Development, University  
of Exeter, UK; Steve Jeffrey, Vice President for  
Development and External Relations, American  
University in Beirut, Lebanon; David Jeu, Director,  
Global Development, University of Alberta, Canada  
and John Kelly, President, Brakeley, UK

### My first year as a fundraiser

HEFCE-CASE Graduate Trainees;  
chaired by Joanna Motion, Vice President  
of International Operations, CASE

### How can technology support fundraising?

Jonathan Waddingham, Digital Strategist,  
Just Giving, UK

### FROM A FUNDRAISING OFFICE TO A FUNDRAISING UNIVERSITY



**Ian Rowley**  
Director of Development,  
Communications and Strategy,  
University of Warwick, UK

### Fundraising in a global village

Scott McDonald, Tony Blair Faith Foundation,  
UK and John McLoughlin, Managing Director,  
Global Philanthropic, UK

### Growing a legacy campaign

Cathy Bell, Director of Development and  
Alumni Relations, University of Glasgow, UK

### MAINTAINING MOMENTUM IN TOUGH ECONOMIC TIMES: AN INTERACTIVE SHARING SESSION



**Lori Manders**  
Director of Development  
and External Affairs,  
University of Aberdeen, UK

With **Adrian Punaks**, Head of Development  
and Alumni, Birkbeck, University of London, UK

### Communicating a versatile vision: trust fundraising, a different approach

Julie Hage, Head of Development, Somerville College,  
University of Oxford, UK; Tom McNeil, Development  
Officer – Trust and Foundations, University of Oxford,  
UK and Kate Turner, Senior Development Manager,  
University College London, UK

## Marketing

### TRACK PLENARY: EFFECTIVE MARKETING STRATEGIES IN HIGHER EDUCATION



**John Fahy**  
Professor of Marketing,  
University of Limerick,  
Republic of Ireland

### CRM without the software: improving your conversion rates on the cheap

Monica Law, Head of Marketing and Recruitment  
and Jonah Duffin, Marketing Manager, Birkbeck,  
University of London, UK

### Using the balanced scorecard for strategic marketing: a case study from TEB Akademia

Pawel Zygarowski, President, Higher Education  
Development Centre, TEB Akademia, Poland

### BRAVE NEW CURRICULUM: CURRICULUM REFORMS TO INFLUENCE POSITIONING



**Rachel Sandison**  
Head of Student  
Recruitment and Admissions,  
University of Aberdeen, UK

### The student experience: the strategy behind the survey

Amanda Gregory, Founding Partner and Director,  
Edintell Ltd, UK

### The growing importance of online study

Leon James, Vice President International Marketing,  
Laureate Higher Education Group, USA

### THE UNIVERSITY OF BRIGHTON: THE PRACTICALITIES OF A STRATEGIC POSITIONING ASSIGNMENT



**Elizabeth Sanz**  
Head of Marketing  
and Communications,  
The University of Brighton,  
UK

With **Rosemary Stamp**, Director,  
Stamp Consulting, UK

### Education not visas

Lewis Davies, Online Marketing Manager,  
StudyLink Learning Information Systems, UK

### Portfolio management principles, processes and tools: from objectives to portfolio decision making

John Callen, Director, Callen Associates, USA  
and Dawn Vos, Head of Marketing, Birmingham  
City University, UK

### The state of things to come: the digital revolution and its impact on marketing communications

Rebecca Avery, Marketing Manager, Hobsons,  
UK and James Maraviglia, Assistant Vice Provost,  
Admissions, Recruitment and Financial Aid,  
California Polytechnic State University, USA

### Organising for impact: restructuring marketing at Sheffield Hallam University

Ivor Lawrence, Director of Marketing,  
Sheffield Hallam University, UK

### GETTING DOWN WITH THE KIDS: HOW TO ENGAGE DIGITALLY WITH TEENAGERS AND GENUINELY SWITCH THEM ON TO YOUR BRAND



**Dan Martin**  
Director of Strategy,  
ChameleonNet, UK

### Your applicant experience strategy: learning from international approaches to integrated success

Dan Shaffer, Senior Project Officer, Supporting  
Professionalism in Admissions, UK

### (Online) reputation matters

Janette Henderson, Deputy Managing Director,  
Ipsos MORI Reputation Centre, UK

### THE PRICE IS RIGHT



**Richard Taylor**  
Director of Marketing  
and Communications,  
University of Leicester, UK

### Changes in 14–19 education and the implications for higher education: a case study in strategic government communications

Delyth Chambers, Delyth Chambers Consulting Ltd, UK

### Business engagement: the challenges to marketing

Donald McLeod, Head of Marketing Services,  
University of Hertfordshire, UK and Julian Moore,  
Employer Marketing Manager, Birmingham  
City University, UK

**“I came back with lots of ideas and enthusiasm for my job. It was a great conference.”**

**Keeping our eye on the ball**  
Young Dawkins, Vice-Principal for Development,  
University of Edinburgh, UK

### Navigating internal politics

Tricia King, Pro-Vice-Master for Student Experience,  
Birkbeck, University of London, UK and Art Wasserman,  
Vice President & Director of Development & Corporate  
Communications, University College London, UK

**Six lessons from a life in communications**  
Barry Taylor, Director of Communications,  
University of Bristol, UK

### Beyond Major Gifts

Liesl Elder, Director of Development, University  
of Edinburgh, UK and Benedicta Morrow-Slason,  
Deputy Director, Development & Alumni Relations,  
University College London, UK

**Using 'whole brain' thinking to energise  
yourself, your team and your organisation**  
Richard Gillingwater, Managing Director,  
Accrue Brand Value, UK

### Motivation management: soft skills in tough times

Mike Crump, Deputy Director of Human Resources,  
Birmingham City University, UK and John Dooner,  
Director, Coady Consultants Ltd, UK

**Why there is no such thing as marketing strategy:  
how to integrate marketing into strategic planning**  
Professor Peter Stee, Deputy Vice-Chancellor,  
University of Huddersfield, UK

### Understanding the wider economic environment: strategic planning for universities

Trevor Williams, Chief Economist, Lloyds TSB  
Corporate Markets, UK

**Back to the future:  
21 years of the profession**  
Panel discussion including Ian Edwards, Iain More  
Associates, UK and chaired by Joanna Motion,  
Vice President for International Operations, CASE

### The principles of effective communications

Robert Senior, CEO, Saatchi & Saatchi Fallon

**How to shape a campaign in a recession**  
Peter Agar, Director of Development and Alumni Relations  
and Catherine Middleton, Campaign Manager, University  
of Cambridge, UK and Susie Hills, Director of Development,  
University of Exeter, UK and Marie-Stéphane Maradeix,  
Campaign Director, Ecole Polytechnique, France

### Managing your brilliant career

Moyra Doyle, Managing Director, Richmond Associates, UK

Connect at time of going to print. Please be aware speakers and session details may be amended/changed prior to the August conference. For up to date information visit [www.case.org](http://www.case.org)