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EDUCATION DISRUPTED

Programme

CASE Europe Annual Conference
27-29 August 2019, Birmingham



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INTRO

For the sector, disruption is the way of life. Our brilliant discoveries and innovative teaching will ensure more people live longer, healthier and more prosperous lives and inspire the next generation to change the world for the better. We are the disrupters.

But we are also the disrupted. Automation and the 4th industrial revolution will reform our workforce forever. Technological change has enabled great advances but it has also been used to propagate great ills. Societal and political turbulence is changing the way we are funded, regulated and perceived. Changing our place in the world. In a time of constant change, how do we help shape our institutions to mitigate these risks and capitalise on the opportunities that emerge? How do we thrive and survive in the era of disruption?

Connect with a global network of education advancement professionals to find out. Discover, learn, share and go back to your institution feeling energised and inspired.



PLENARIES

OPENING PLENARY



EDUCATION AND RESEARCH AS DISRUPTIVE FORCES

Robbert Dijkgraaf, Director and Leon Levy Professor of the Institute for Advanced Study

The world is confronted with unimaginable challenges. Education and research are our best hope to build a better, sustainable, inclusive and just future—not with incremental steps forward, but with a big leap outside the box. How can our institutions become true engines of innovation and creativity, unleashing the power of imagination and curiosity in the next generation? And how can they tap into the vast resources in our society to champion this cause?

Disruption is a small step sideways off the beaten track.

As the Head of The Institute for Advanced Study (IAS), one of the world's leading centres for curiosity-driven basic research, Professor Robbert Dijkgraaf will bring a truly different insight to the CASE Europe Annual Conference.

Since 1930, the IAS has served as a model for protecting and promoting independent inquiry, prompting the establishment of similar institutes around the world, and underscoring the importance of academic freedom worldwide. Among its present and past Faculty and Members are 33 Nobel Laureates, 42 of the 60 Fields Medallists, and 18 of the 20 Abel Prize Laureates, as well as many MacArthur Fellows and Wolf Prize winners and Albert Einstein himself.

Who is Robbert Dijkgraaf?

- ▶ [Discovering the Future](#)
- ▶ [The Art of Physics](#)

Dijkgraaf is most recently the author of *The Usefulness of Useless Knowledge*

MID-WEEK PLENARY

DISRUPTION: CRISIS HITS. WHAT DO YOU DO?

Find out, in real time, what you do in a crisis situation. You will be engaged and challenged to think fast on your feet.

CLOSING PLENARY



FACTORS THAT DISRUPT THE WORLD

Lyse Doucet, OBE, Broadcaster and Journalist

As we consider what disruption means to us and reflect on what we've learnt through the week - we look at disruption in the global sense and what that means for us as individuals, institutions and communities.

Lyse is a world renowned journalist who has reported on the Arab Spring across the Middle East and North Africa and has covered all the major stories in the region for the past 20 years. Her work also has also focussed on the aftermath of major natural disasters and the impact of war on communities.

Doucet has received many accolades, including a Peabody and David Bloom Award in 2010, Sony Radio Academy Award and honorary doctorates from the University of York (2011), University of St Andrews (2014), and Liverpool Hope University (2015). She was appointed Officer of the Order of the British Empire (OBE) in the 2014 Birthday Honours for services to British broadcast journalism.



FUNDRAISING

INTRODUCTION FROM THE PLANNING COMMITTEE



This year's Fundraising track will showcase a great variety of sessions along the 'value-chain of fundraising'; from transformative and special gifts all the way through to regular giving. Don't miss sessions on campaign planning from the donor's point of view, leveraging debt to increase giving and making the most of your legacy pipeline. There will be a wealth of knowledge available from experts at every career level, and from those outside the sector. But we also want to encourage you to leave your comfort zone, so we've included mini-tracks on fundraising diversity, risk assessment and resiliency and building trust in your intuition. At CASE Europe Annual Conference, get ready to see your fundraising department – and your own career – in a new way.

[#mindblown](#)

Kurstin Finch Gnehm, Head of Individual Giving and Legacies,
The Royal Academy of Music

Nathalie Fontana, Director of Philanthropy, EPFL École polytechnique
fédérale de Lausanne, Switzerland

Fundraising track sponsored by

VanillaSoft

SESSIONS

FUNDRAISING TRACK PLENARY #CHANGECOLLECTIVE: REDEFINING THE IDENTITY OF FUNDRAISING

Amanda Bringans, Director of Fundraising,
British Heart Foundation

Amanda will speak from her experience as a senior fundraiser at a range of charities, including currently as Director of Fundraising at the British Heart Foundation, and as Chair of the Institute of Fundraising, on the current challenges facing, and opportunities opening up for, fundraisers around the UK. She will cover everything from the opportunity to make your team more equal, diverse and inclusive, to stamping out sexual harassment, from GDPR to providing truly excellent supporter experience that inspires people to give.

Amanda has been Director of Fundraising at the British Heart Foundation since 2015. She has an impressive track record of experience having led fundraising teams at some of the most loved and supported charities. Her previous roles include Director of Global Fundraising and Communications at Voluntary Service Overseas (VSO) and 16 years working at Macmillan Cancer Support where she became Director of Fundraising. She has also held senior roles with Leonard Cheshire Disability and Battersea (Dogs & Cats Home). Amanda was appointed Chair of the Institute of Fundraising in 2017.

CORPORATE RELATIONS PANEL

Katarina Hagg, Vice President External
Relations, Stockholm School of Economics

Caroline Hart Sehested, Head of Global Early
Talent (Global People & Organisation),
Novo Nordisk

Session: Panel

Level: All

MAKING ROOM FOR REGULAR GIVING

Kat Carter, Head of Marketing, Hubbub

Session: Breakfast Roundtable

Level: Mid-career

At the most recent Regular Giving Conference, during a panel discussion about growing your career in RG, there were many in the room who said that their next career step would be towards major gifts, rather than remaining in RG. Several of us who have chosen a career in RG were surprised at this answer, and concluded that the reason for this shift may have to do more with the profession of regular giving being misunderstood and undervalued by both those in the early stages of the profession, as well as those in more senior roles.

Using a panel made up of those who work closely with RG teams across the sector to add value, as well as those in the sector who lead powerhouse RG programmes, or who are directors that place a high value on the contribution of RG, we will discuss why RG is fundamental to the success of any fundraising programme. The discussion will cover several topics, including understanding and honing your RG skillset; how to increase buy-in from senior members; building a sustainable RG programme; and where RG is heading in the next 10 years and why we should be focusing on it now.

SUCCESSES AND CHALLENGES IN SPECIAL GIFTS FUNDRAISING

Jana Browne, Development Officer, University of Southampton

Session: Breakfast Roundtable

Level: All

The Special Gifts Network is an active networking group managed by the University of Southampton, which has now had hosts in higher education institutions all over the country. This roundtable session will give Special Gifts fundraisers (who generally cover gifts between £1k-£25k) the chance to get together to share their successes, challenges and top tips.

PITCH PERFECT – HOW TO MASTER YOUR OFFER AND ASK

Stephen George, Director, Good Leaders

Session: Workshop

Level: Mid-career

From purpose and need, to strategy and campaign you need to inspire and engage to help make a difference as a fundraiser. You need to pitch. This lively interactive workshop will provide all the tools and practice to pitch perfect. It will take you back to the basics finding emotional and personal connection, building stories, finding benefits and mastering content and facts and then presenting, participants will bring their own challenge and craft a solution together. This session takes examples and cases to explore the good and the bad.

Plus, it will look at the personal one to one and group presentations, from an elevator pitch to the ingredients of a full pitch to a company or organisation. The workshop uses a step by step method to help participants build and practice. The session is entertaining, practical and inclusive of all skills and experience to help fundraisers connect and ask and change the world.

MID-VALUE GIVING FROM THE DONOR'S POINT OF VIEW

Mark McDonnell, Campaign Director, Regular Giving & Legacies, University College Dublin

Rosie Dale, Partner, More Partnership

Adrian Beney, Partner, More Partnership

Session: Workshop

Level: Mid-career

"You never really understand a person until you consider things from his point of view . . . until you climb into his skin and walk around in it."
Atticus Finch - To Kill a Mockingbird

In this session we will take a leaf out of Atticus Finch's book and climb into the skin of our mid-value donors. Using a number of scenarios you, the audience, will think about what it feels like to be your donors. We'll explore how and why your donors might feel like they do, and what actions we as fundraisers could take to change how they feel for the better.

Using real scenarios and evidence and insight from mid-value giving programmes from across the sector, we'll explore and share strategies and practical solutions that will help you to increase giving from mid-value donors, develop donor loyalty and improve the donor experience.

DREAD OR ALIVE: TRAINING YOUR BRAIN TO RECKON WITH RISK

Hanna Schieve, Projects & Policy Manager,
Natural History Museum

Chris Trevor, Head of Advancement Operations,
Natural History Museum

Session: Lecture

Level: Senior

With their Natural History Museum hats on, Chris and Hanna will guide you on a journey from prehistoric times in search of the secrets – and science – behind effective risk management, a ‘must-have’ skill for success in the fast-changing, increasingly uncertain world of today. This interactive and creative session will take you into the complex, critical and chaotic world of risk-taking and leave you with a better understanding of how we perceive risk, who takes risk, and how to manage it more effectively.

Generally, our sector has more of a reputation for its aversion to risk than its embrace of it. But our environment is deep in the throes of massive, rapid change. New regulations on data protection, the proliferation of social media, increasing levels of public scrutiny, and diminishing government funding will force us to embrace our new reality and avoid common responses like the “dread factor”, or our tendency to avoid thinking about risk because of the pain and fear it can evoke.

Whether responding to a communications crisis, developing a data protection policy, or devising far-reaching strategy, our session applies insights from the natural world, psychology, and sociology to help you make decisions about risk.

IS A GIVING DAY AS SCARY AS IT SOUNDS?

Kat Carter, Head of Marketing, Hubbub

Nida Januksis, Dean of Advancement, INSEAD

Session: Lecture

Level: Senior

Giving days... are they really as scary as they sound? Several institutions around the UK are now leading successful giving days but there is so much that’s unknown about them it’s leaving institutions unsure if they too should take the plunge. From Business Schools to Oxbridge and Russell Group to 94 Group, could a giving day be something to add to your fundraising strategy? Join us as we mark out the journey to what makes a giving day a success, what myths can be busted along the way. We’ll discuss how you get your team, institution, alumni and donors ready for a giving day and how to build your giving day year-on-year, increasing the potential for success each time.

DEATH AND DISRUPTION: MAXIMISING YOUR LEGACY PROGRAMME WHEN IT MATTERS MOST

Karen Hart, Deputy Director of Development:
Alumni Engagement, The Open University

Alice Sockett, Consultant, Graham-Pelton

Session: Lecture

Level: Mid-career

Legacies are often amongst the largest donations an organisation receives. With Baby Boomers due to write their final Wills between 2023 and 2041 and childless deaths on the increase, organisations that neglect their legacy programmes will miss out on legacies whilst simultaneously losing out on lifetime gifts.

People spend most of their lives avoiding thinking about their own mortality. Disruptive life events such as the illness of a loved one force people to face the prospect of death and contemplate how they will be remembered. A strong legacy proposition shows your donor that their values will live on through your institution.

This talk will outline the range of life events that prompt Will writing and the way that your organisation's legacy offering can meet people's needs throughout their lives. Using real-life case studies and a series of audience-engaging "what would you do?" scenarios for discussion, participants will emerge with the tools to define their legacy proposition - before it's too late.

RACE EQUALITY IN HE AND THE NEXT GENERATION OF BME FUNDRAISERS IN THE UK

Fezzan Ahmed, Halpin Consulting Fellow,
Halpin Partnership

Session: Lecture

Level: Senior

Fezzan and Jacob talk about the ways in which they have been engaging BME students to take up an interest in Development, particularly through the CASE Graduate Training Programme, of which Jacob is an alumnus. Fezzan and Jacob talk about their findings to date regarding Racial Equality in the HE and Voluntary sectors in the UK and the very tangible ways to improve this at your institution. It doesn't matter where your institution is on the journey to diversity, from inclusion to reaching equality - this session is a must-attend for all institutions who want to know more about this very complicated and sensitive subject, where our sector could be leading the way.

USING KINDNESS AS YOUR GUIDE. HOW KINDNESS CAN IMPROVE YOUR LEADERSHIP, DELIVER BETTER RESULTS AND CREATE A HEALTHY, HAPPY TEAM

Susie Hills, Joint CEO & Co-Founder, Halpin Partnership

Shaun Horan, Joint CEO & Co-Founder, Halpin Partnership

Session: Lecture

Level: Senior

What if we reimagined how we lead a fundraising team using the guiding principle of kindness? Kindness isn't soft or weak. Kindness is tough and powerful. Kindness challenges us to...

- see things from other points of view
- believe others are of equal value as us
- understand that others may need a helping hand
- not judge those in need of help
- put others needs before our own
- find time to ask and listen

Kindness can guide us to build healthier happier teams, improve performance and invigorate our fundraising. Kindness means we can trust one another, and that trust will allow us to try new things and challenge the norms. The fundraising profession needs to regain trust in these challenging times and we all need to recruit, retain and motivate our teams. This session will explore how you can lead your team through developing kindness 'rules' to guide your fundraising practices, and how this impacts strategy, KPIs, donor care and even staff recruitment."

SECRETS FROM SMALL CHARITIES: CREATIVE WAYS TO BUILD RELATIONSHIPS WITH MAJOR DONORS

Christine Harris, Philanthropy Manager, London School of Economics and Political Science

Session: Workshop

Level: Mid-career

Small charities are using their strengths to build strong relationships with major donors. This session will share case studies from small charities that are leveraging their unique assets to engage with major donors in creative ways. It will provide inspiration and practical ideas you can implement at your organisation.

BUILDING TRUST BETWEEN THE DEVELOPMENT OFFICE AND FINANCE TEAM

Andrea Crowley, Deputy Director of Development (Strategy & Operations), University of Warwick

Kirsty MacDonald, Deputy Principal (Advancement), The Royal Academy of Music

Session: Workshop

Level: Senior

Have you ever thought that the Development Office and Finance Office are speaking different languages? Has the Finance Office ever asked you to include a full economic costing in a proposal to ensure the donor covers the budgeted expenditure? Have they ever wondered whether a gift agreement should really be a services contract because the donor receives a naming opportunity, annual report, or an invitation to a stewardship event?

We had a lightbulb moment last year when we realised that our terminology for “unrestricted” income was completely meaningless in accounting terms. We started to talk more with our colleagues in Finance and found there was a lot we could do to build trust between our teams. We embarked on a mission to rework our relationship and the outcome was rewarding. Increased collaboration, better understanding of our mutual interests, fuller appreciation of the impact philanthropy can have on the institution, and of course, lots of lovely new processes for Solicitation and Acceptance of Gifts, Gift Closure, Gift Agreements, Due Diligence and Fund Transfers.

In this session we will share our learning and the approach we now take to working with the Finance Office and ensuring things run more smoothly.

CAMPAIGNS

Nida Januksis, Dean of Advancement, INSEAD

Robert Fleming, Director of Development, University of St Andrews

And the perspective of a donor from both INSEAD and St Andrews

Session: Panel

Level: All

CREATING THE RIGHT PEOPLE CULTURE FOR HIGH PERFORMANCE - BUILDING YOUR EMPLOYER BRAND PROPOSITION

Karen Cairney, President,
Cairney & Company Limited

Tess Nixon-Spiller, Head of Philanthropy
- People and High Performance, Cancer
Research UK

Session: Lecture

Level: Senior

The average tenure of a development professional in the UK is 18-24 months and staff turnover is consistently cited as one of the greatest challenges facing development in Education. In a sector where the reliance on building long-term relationships is key to financial sustainable success, how can we build the right culture for employees to thrive and create an institutional brand proposition that will encourage the right people to apply and develop within?

We need, as a sector, to flip the norms on their head and shake things up!

Karen and Tess will share thoughts, ideas and case studies that will assist you in developing the right talent management strategy for your organisation. One that is all encompassing including areas of team resilience and agility to respond to change, ensuring that new starts “start well” and that performance both at the high end and non-performers are either rewarded or addressed.

They will explore how to not only attract the right talent but how to ensure you are not neglecting your high performers by always being on the recruitment treadmill. Tess will share why CRUK have invested in a role where the sole responsibility is to develop people and their high performance.

ASKING THE RIGHT QUESTIONS TO UNCOVER DONOR MOTIVATION

James C. Murphy, Strategic Partner,
Advancement Resources

Session: Breakfast Roundtable

Level: All

High-value donors are often high-achieving individuals with strong demands on their time, and often themselves. At our Roundtable we'll explore some of the best practices, based on extensive donor research, to uncover true donor passion, and lead a discussion designed to focus you on mastering the key questions and techniques that will lead to closing major gifts.

SURVIVE AND THRIVE: A FUNDRAISER'S GUIDE TO RESILIENCE!

Christine Harris, Philanthropy Manager, LSE

Vicky Treherne, Senior Development Manager (Legacies), University of Leeds

Oliver Taylor, Development Research Manager, University of Manchester

Session: Lecture

Level: Junior

Major gift fundraising can be tough. How can fundraisers remain resilient in the face of challenging targets, chilly prospect pools and the demands of the daily grind? In this forum session, Christine Harris, Oliver Taylor and Vicky Treherne draw on real-life examples from their careers where resilience was needed and help you develop your own thick skin to a productive end. Participants will have the opportunity to share their own experiences and coping strategies!

PATIEN(TS) REQUIRED: BUILDING A CULTURE OF MEDICAL PHILANTHROPY

Angela Bowen, Director of Development – Faculty of Medicine, Imperial College London

Emma Carter-Lewis, Major Gifts Fundraiser, King's College London

Shira Schnitzer, Senior Associate Director (Cancer), Cambridge University Health Partners, University of Cambridge

Sam Lister, Senior Major Gifts, Fundraising & Supporter Development

Session: Panel Discussion

Level: Mid-career

Medical fundraising is undoubtedly an area of significant opportunity for many universities. It can also be a tremendously rewarding field in which to work. Building major and principal gift support for clinical medicine priorities does, however, bring a unique set of challenges. These can span collaborating with partner hospitals (and, inter alia, the NHS), navigating the ethical complexities of engaging grateful patients and negotiating with medical research charities. Drawing on a range of examples, this session considers how university fundraising teams can maximise their potential for success within the highly complex and dynamic environment of medical philanthropy.

SCALING INTERNATIONAL FUNDRAISING TO FIT YOUR INSTITUTION

Joanna Tong, Senior Associate Director, International, at University of Cambridge

Peter O'Connor, Development Manager (Asia), Imperial College London

Pia Dolivo, Head of Community Relations and Fundraising, University of Helsinki

Session: Panel

Level: All

The 21st Century has been dubbed the “Asian century”. International student numbers have risen 25% across the UK in the last decade. The US’s share of billionaires across the world has fallen; now second place to China. As such, it is more important than ever to ‘disrupt’ pace with your global fundraising; to understand how these markets are shifting, and how to grow into new markets in your institution to maximise ROI.

In this session, three development professionals discuss their approaches to their international fundraising: from cultural awareness, communications and relationship-building to 6-7 figure fundraising in key markets, and the process of scaling up in between. We look at new ways of engaging alumni and beyond, leveraging academies and senior leaders as well as the practicality of frequent long-haul travels to grow your international fundraising in an agile and successful fashion.

‘DIAMONDS IN THE ROUGH’. DISRUPTING THE ROLE OF PROSPECT RESEARCH

Stephen Jones, Prospect Research Manager, University of Leicester

Nic Katona, Director of Philanthropy, University of Leicester

Nicola Williams, Research Director, The Factory

Session: Lecture

Level: All

In this session Nicola Williams from Factory will present the findings from a 2018 academic study which looked at the way prospect research is viewed and utilised by major donor fundraisers in the UK, and also at how prospect researchers are currently recording or measuring their contribution to fundraising, identifying common gaps in data which evidences the efficacy, compliancy and necessity of prospect research. University of Leicester’s Director of Philanthropy Nic Katona and Prospect Research Manager Steve Jones will then expand on these findings with a case study showing how the prospect research team at the University of Leicester use insight from prospect research to drive fundraising strategy at the institution. The evidence and insight presented by Nicola, Nic and Steve aim to challenge common perceptions of prospect research and to outline how it can be better utilised to meet operational and fundraising objectives.



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David
Co-Founder,
Publisher,
and Program
SPEAKER
EXHIBITOR

MARKETING, COMMUNICATIONS AND RECRUITMENT

INTRODUCTION FROM THE PLANNING COMMITTEE



This year's Marketing, Communications and Recruitment track considers how we can manage the challenges of disruption in its many forms, but importantly also make the most of the opportunities. The track mixes insight and inspiration from major brands as well as case studies and best practice from our sector, home and overseas.

Highlights include Movember, Sky, place marketing, successful approaches to international marketing and recruitment, digital content creation, student recruitment best practice case studies, engaging internal audiences and disruptive data.

Whether it's a masterclass in strategic approach, a practical 'how to', or a fast-paced innovation showcase; there will be something to challenge, provoke and inspire.

Mel Fowler, Executive Director of Marketing and Communications,
De Montfort University

Claire Brown, Head of Marketing, University of Manchester

SESSIONS

TRACK PLENARY

More details to be announced.



CONTENT MASTERCLASS

Chris Thundow, Press and PR Manager,
De Montford University

Marie Koupparis, Communications Officer,
De Montford University

Session: Workshop

Level: All

In a fast-moving world, rich and exciting digital content needs to be delivered quicker than ever. This session will explore the creation of content with a focus on 'quick turnaround' delivery of films, animations and podcasts using everyday items such as i-Phones. With an emphasis on practical guidance, this session will highlight the importance of audience insight and developing an in-depth understanding of the kind of content that engages young people, including peer-to-peer, user-generated and multimedia content. Come along to help develop your practical skills in a rapidly-changing content environment

HOLLYWOOD ON THE GO: USING THE MEDIA STUDIO IN YOUR POCKET

Chris Thundow, Press and PR Manager,
DeMontford University

Adam Redfern, Social Media Officer,
DeMontford University

There is no longer a technical excuse for not creating brilliant content. Videos, podcasts, animations and music can be made in minutes using the phone sat inside your pocket right now. This means that no matter where you are, or how you work, you can produce startlingly high-quality content and deliver it to an audience in minutes. In this session, we will show you some of the best techniques and apps we use on a daily basis and create live content on stage to show how simple the process can be. We will also look at how we have delivered simple training to a wide team, allowing almost anyone with an idea to contribute to the wider communications effort, tapping into a lot of undiscovered creativity.

NAVIGATING INTERNATIONAL RECRUITMENT MARKETING WITH A NEW G.P.S...

Alan Monteith, Senior Marketing Officer,
University of Glasgow

Hannah Lewis-Beck, Deputy Director-Student
Recruitment (International), University of
Nottingham

Session: Presentation

Level: Mid-career

This session aims to provide an overview of the macro trends impacting on international student recruitment, data driven insight on student choice and the importance of thinking Global.Personal.Social when developing a digital blueprint for attracting and converting international students.

THE BEST OR WORST OF TIMES?

Andrew Hargreaves, Founder, DataHE

Dan Beynon, Head of Education, SMRS

Jane Chafer, Director of Communications and Corporate Affairs, Exeter (Chair)

Session: Panel Discussion

Level: Senior

In these turbulent times marketing leaders need to take their place at the top tables in our Universities. Understanding and utilising data to make better strategic decisions will help make this happen. When sector data, audience insight and new technology combine, the results are game-changing. SMRS and dataHE will show delegates how to understand and utilise all this data to identify future opportunities and explore practical ways to deliver more effective strategic marketing campaigns.

ATTRACTING AND ENGAGING THE BEST TALENT IN A TRANSFORMING WORLD – BUILDING YOUR EMPLOYER BRAND AND ENHANCING EMPLOYEE PRIDE

Claire McCann, Brand Manager, The University of Warwick

Jessica Gow, Senior Comms Advisor, Solent University

Rosie Inman, Communications Advisor, Solent University

Sally Sykes, Director of Communications and Marketing, The University of Manchester

Session: Presentation and Workshop

Level: Mid-career

Universities are hotbeds of creativity, innovation and brilliance. They offer amazing opportunities for rewarding careers in countless specialisms. But it can be a challenge to attract the best people to consider a career in Higher Education, and to ensure that they engage with your university once they arrive.

In this session you'll be taken on the University of Warwick's employer brand journey, then discover how Solent University has enhanced employee engagement and sense of pride through its Love Solent campaign.

You'll then take part in a workshop to discuss how we can pull together as a sector to help build the profile of careers in HE, and promote a sense of pride among our existing and new employees.

KOC UNIVERSITY 25TH ANNIVERSARY CELEBRATIONS

Hande Sarantopoulos, Corporate
Communications Director, Koc University

Session: Presentation

Level: Mid-career

Koc University celebrated its 25th Anniversary through a series of 25 events. All our different academic units came up with wonderful activities, from panels to conferences to seminars, so true to their work and significant for their own disciplines. Koc University used this celebratory programme as an opportunity to create events and projects that make a real contribution to science, research, humanity, and society at large, while also serving as an excellent way to express and honour the founding philosophy that has guided the institution for 25 years! Not only have we accomplished what we set out to do and more, but we also certainly finished off with a final bang on October 4th, 2018 that would stay in the minds of all who were there to witness a truly magnificent celebration of 25 years. The events of our birthday were set to acknowledge not only our past but also our future.

TRADE, TALENT AND TOURISM - HOW UNIVERSITIES ARE INCREASINGLY DRIVING CREATIVITY AND COLLABORATION IN PLACE-MARKETING

Richelle Quinn, Senior Marketing Business
Partner, Sheffield Hallam University

Alex Miles

Session: Lecture

Level: Mid-career

An initiative led by Sheffield City Council in collaboration with both Sheffield Hallam University and University of Sheffield has resulted in the creation of an exciting new brand and narrative for the city - Sheffield Makes. This session will describe the collaborative process of creating this brand but also opportunities for shared content development across all 3 institutions and further collaborative promotional opportunities across local businesses and other government departments within the city.

COPING WITH CRISIS - A LIVE AND INTERACTIVE WORKSHOP

Justin K. Shaw, Chief Higher Education
Consultant, Communications Management

Tim Watkinson, Director, Communications
and Advocacy, University of Nottingham

Session: Workshop

Level: Senior

Universities face crises and threats to their reputation at any time. On-campus emergencies, academic controversies and student misdemeanours are played out in the full glare of the 24/7 media environment. As a communications professional, you need to be up to the challenge of providing the best advice in an instant and manage crises that can reach well beyond the traditional Press Office. In this fully interactive session, you will face a simulated live incident where you can hone your communication and crisis management skills. Working with fellow delegates, you will develop your responses to press, social media, staff and students as the incident unfolds. Sharing experiences and testing yourself, this session will have pulses racing and nerves stretched - a 'must do' session for any senior communicator.

BECOMING WORLD CLASS FOR STUDENT ENGAGEMENT

Michael Lavery, CEO, Brand and Reputation

Justin Shaw, Chief Higher Education
Consultant, Communications Management

Session: Lecture

Level: Senior

So much effort goes into recruiting your students and then keeping in touch with them as alumni but what about WHILE they're with you? With increased fees, student satisfaction ratings and more feedback (including via social media) "student engagement" is now a hot priority across Europe. How are you involving and enthusing your students? How well are you creating a sense of identity, belonging and advocacy? This session explores what it means to be 'world class' at student engagement, citing the key ingredients and the best practice from the world of education and beyond, and considering the role of marketing and communications professionals in getting it right.

WE ARE NOT A VIDEO AGENCY! (BUT WE PROBABLY SHOULD BE)

Russell Reader, Associate Director of Communications and Marketing, Keele University

Session: Breakfast Roundtable

Level: All

As expectations rise and budgets fall, marketing and communications teams are being asked to create more content in-house - video, animation, and infographics.

Often though we don't have the time, skills or resources, so should we reimagine our teams to meet the needs of today's applicants and academics? If so, something must give - press releases, prospectuses, your staff newsletter?

This discussion will explore how we might disrupt our current offer.

CREATING A USER - FOCUSED WEBSITE THAT SAVES YOU TIME

Pamela Agar, Associate Director for Projects (External Relations, Communications and Marketing, St George's, University of London)

Session: Breakfast Roundtable

Level: Mid-career

We all want our institutional websites to meet the needs of our users - but it can be challenging to do this when you are faced with competing audiences, content overload and influential stakeholders with strong opinions on priorities. We are all faced with a significant digital content challenge. But it is possible to improve your content quality by focusing on audience needs, defining relevant user journeys, removing duplication - while saving yourself time through structuring and connecting your content so it works as hard as possible for you.

Using case studies from redesign projects at the Francis Crick Institute, Imperial College London and St George's, University of London, we will look real examples of institutions who have tackled this challenge and peek under the bonnet to see how they did it.

Together, we'll consider:

- User research techniques to help you prioritise user needs online and convince internal stakeholders to buy-in to your content decisions
- How to identify opportunities to structure and connect your content so you can reuse it across your site for a range of purposes
- Approaches for using taxonomies to ensure your users see content that's relevant and appropriate across your site"

HEIVORY TOWER: MAKING EDUCATION ACCESSIBLE TO EVERYONE THROUGH AUTHENTICITY

Jonathan Williams, CRM, Creative Services
and Content Manager, Keele University

Session: Breakfast Roundtable

Level: All

The higher education environment can be scary at times, even when it's a part of your daily life, so for countless people who don't interact with HEIs they can appear distant and out of reach.

At a time when universities are attacked in the press on an almost daily basis, it is more important now than ever to show everyone what our value is and why education really matters to society.

This session will explore the ways we can use content as a tool to break down the barriers people face when attempting to enter higher education and how the way we present ourselves could be the key to our survival in a turbulent market.

By using real-world examples that have increased accessibility and opened people's eyes to the value HEIs bring to the world, this session will offer a refreshed perspective on our collective identity and the ideals we need to embody in all ways if we truly want to be understood.

WHAT DOES THE UNDERGRADUATE APPLICANT JOURNEY LOOK LIKE IN 2020?

Rachel Killian, Senior Consultant,
Halpin Partnership

Simon Pride, Director of Marketing &
Communications, Harper Adams University

Session: Breakfast Roundtable

Level: Mid-career

We know that fewer undergraduate applicants are following the traditional UCAS applicant cycle and are instead choosing their own timetable of applying to university. So how and when are applicants making decisions, what might the applicant journey look like in 2020 and what does this mean for university planning? Simon will share his experience at Harper Adams in getting to understand their applicant journey and how they use that insight in their marketing planning. Rachel will explore how decisions are made, looking specifically at those made by applicants - and their parents - in the decision to apply to university and choosing an institution, so that delegates can leave with a thorough understanding of both groups and how they can best influence applicant behaviours through the cycle.

BRANDS: WHAT THEY ARE, WHY THEY MATTER AND HOW TO BUILD A SUPERBRAND. LEARNINGS FROM OUTSIDE OF HE

Stephen Cheliotis, CEO, The Centre for Brand Analysis (TCBA) and Chair, The Brand Network & Superbrands® / CoolBrands UK

Session: Lecture

Level: Mid-career

Stephen will reaffirm what a brand really is and why they matter before outlining what makes a strong brand, including emotional competitive advantage, building headspace and driving a customer centric approach. Stephen will illustrate with examples throughout, while touching upon shifts in marketing and consumer behaviour.

COMMUNICATING RESEARCH REPUTATION INTERNATIONALLY THROUGH CAMPAIGNS

Vicky Taylor-Plane, Communications and Marketing Manager, The University of Manchester

Valerie Essien, International Campaigns Coordinator, The University of Manchester

James Tallentire, Communications and Marketing Manager, The University of Manchester

Session: Workshop

Level: Mid-career

By launching integrated online and offline campaigns, The University of Manchester has successfully expanded their sector-leading research beacons campaign to reach international audiences. Using Graphene as a focus (the isolation of which led to two Manchester academics being awarded Nobel Prizes), this presentation will explain what they've done, how they've done it, the benefits of campaigning and why they are now taking this approach to enhance their global reputation.

DIGITAL INNOVATION SHOWCASE

Innovation showcase - Digital Marketing

Come along for a fast-paced presentation that keeps speakers concise and you inspired. Our three speakers will present cutting edge ideas and best-practice from within and outside the sector.

UNBOXING ACADEMIA - WORKING WITH SOCIAL MEDIA INFLUENCERS TO COMMUNICATE RESEARCH

Hannah Postles, Media Relations Officer,
The University of Sheffield

At a time when the reach and influence of the traditional media is less dominant and the opportunities presented by social media are becoming more established, this session will explore how can university communications teams can move beyond media relations and work with subject-specific influencers to share content and research across their powerful, established communities, communicating university research to an audience beyond academia.

HI, MY NAME IS: WHY PERSONALISATION IS THE KEY TO EFFECTIVE RELATIONSHIPS

Jonathan Williams, CRM, Creative Services and
Content Manager Keele University

Personalisation is incredibly disruptive to universities. Not only does it demand resource and knowledge, but also an awareness of the environment in which we work, where we are competing against the services provided by multinational conglomerates who seem know everything about us. This session will explore the ways that personalisation is reshaping the Higher Education landscape and redefining how we engage with our key stakeholders, showcased through real-world examples from both HEIs and the commercial sector.

2019 IS THE YEAR OF THE PODCAST - HERE'S WHY HIGHER ED NEEDS TO BE INVOLVED

Dave Musson, Head of Community and Content, The Access Platform

Session: Pecha Kucha Presentations

Level: Mid-career

You can't help but notice that everyone is starting a podcast right now. In the last 12 months we've seen a range of big hitters join the audio playground - from Love Island through to Mark Zuckerberg, the agency Social Chain has started its own podcast network and companies like the BBC and Spotify are making podcasting a keystone of their future planning. But, the big question has to be this; why aren't Universities jumping on the bandwagon?

In this session, renowned podcast consumer and creator Dave Musson will set out the case for podcasting in the sector. He'll explain exactly why this is a space Universities need to be part of, he'll offer some ideas of how you can do it and he'll flag some shows that are already killing it. He will also keep you on track and highlight a bunch of reason why you shouldn't start a podcast and he'll probably try and plug at least one of his own shows too - sorry about that.

DEALING WITH DISRUPTION - THE IMPORTANCE OF CRISIS COMMUNICATIONS AND CONTINGENCY PLANNING

Andrew Rhodes, Registrar and Chief Operating Officer, Swansea University

In November 2018, Swansea University suspended its Vice Chancellor, Dean of Business School and two other members of staff during a wide ranging internal investigation. This necessitated complex crisis communications with multiple stakeholders, both internal and external, media relations, legal advice and contingency planning. Andrew Rhodes will talk about the many factors which came into play as he led the University during this difficult time, highlighting in particular the importance of good crisis communications.



ALUMNI RELATIONS

INTRODUCTION FROM THE PLANNING COMMITTEE



Our alumni communities are changing and good alumni relations are more vital to the success of universities than ever before. A growing majority of our alumni bodies graduated in the last ten years, they are increasingly diverse and global and, with the proliferation of non-traditional modes of study, some have had a completely different experience of

studying at our institutions than the rest. Their post-education journeys will be very different to those of the generations of alumni before them, and their career outcomes are being measured and used as a yardstick for the value of their education. At the same time, engaging and catering for older alumni is also crucial to the success of our programmes. We need to be agile and smart.

The Alumni Relations track will look at how the changing landscape presents new challenges and also great opportunities for our profession and shine a light on innovative and practical approaches you can adapt for your own programme. Highlights include using the power of music and nostalgia to reach disconnected alumni, engaging with your alumni in China, creating a frictionless student-alumni journey and new ways of working in partnership with Careers, plus an inspirational story of a European university turning a threat to its very existence into an opportunity to engage and draw strength from its global alumni community.

Rachel Dyson, Deputy Director of Development, University of Sussex

Kerrie Holland, Director of Supporter Engagement and Operations, Aston University

SESSIONS

HOW SOON IS TOO SOON? ENGAGING YOUR FUTURE ALUMNI

Jonathan Goode, Head of Alumni Relations, Bournemouth University

Session: Breakfast Roundtable

Level: All

If GDPR has prompted you to follow the consent model for alumni communications, you're likely to be putting renewed effort into engaging current students. Achieving sign-ups before students leave campus reduces the risk of losing touch. But how soon is too soon? A badly timed message can fall flat, but it also has the potential to confuse and disappoint. Come along to share your experiences and to learn from others.

ALUMNI RELATIONS AND GRADUATE OUTCOMES. A MATCH MADE IN HEAVEN?

Robert Wayman, Alumni Relations and Philanthropy Manager, Solent University

Session: Breakfast Roundtable

Level: All

With the change from DHEL to Graduate Outcomes, the survey now happens 15 months after graduation. As a key aspect of measurement for universities, it's an important activity which alumni relations can play a vital role in. Let's discuss how alumni relations is adapting and changing to meet this new need for young alumni.

ENGAGE WITH YOUR ALUMNI IN CHINA

Lindsay Young, Alumni Relations Officer, Durham University

Penny Hawley, Alumni Relations Manager, Durham University Business School

Xiang Li, Alumni Manager, University of Glasgow Adam Smith Business School

Session: Lecture

Level: All

With around 20,000 alumni across China between the University of Glasgow and Durham University this session will outline how alumni relations in China has been transformed since 2014 and 2016 respectively. We will share our early challenges and three steps to success. We'll introduce Chinese-specific social media - Wechat and Weibo - and share case studies. We will outline how volunteer empowerment has been critical to developing active alumni chapters and annual flagship alumni events that meet real needs of the local alumni. We will reveal the work that is done on campus to facilitate the smooth transition from students to alumni. We intend you should leave with the confidence, capabilities and creative ideas to develop your own strong and authentic alumni relations in China and beyond. Please download the WeChat app before attending.

THE VIRTUOUS CYCLE: INSPIRING STUDENTS TO BECOME ENGAGED ALUMNI

Joanne Gardner, Alumni Relations Manager, Imperial College London

Jenn Rowater, Alumni Marketing and Communications Manager, Imperial College London

Hannah Pratt, Senior Alumni Manager, King's Business School, King's College London

Xiang Li, Alumni Manager, University of Glasgow Adam Smith Business School

Session: Lecture

Level: Mid-career

From the point when a student first considers their academic future, through to Graduation and beyond, alumni enrich the full student life cycle. In turn, those students will become the most dedicated ambassadors, volunteers and leaders in our community.

In this lightning round session, we will explore the life cycle of the student-alumni journey and identify the touch points where alumni can share their experience, connect and offer guidance. Three unique alumni teams will showcase some of their most successful campaigns, from wooden spoons and good luck cards to embedding alumni networking in the curriculum.

Join us for an exchange of creative ideas and real-life examples of student engagement in action. Whether you are working in student recruitment, student experience, academic research, careers and employability, or alumni relations - this session is for you.

HOW TO BUILD AN ALUMNI COMMUNITY THROUGH AN EXECUTIVE EDUCATION PROGRAMME

Rachel Evans, Relationship Manager - Alumni and Corporate, UWE Bristol

Alison Heyes, Head of Alumni Engagement and Development, UWE Bristol

Session: Lecture

Level: Mid-career

This session will explore the university's Alumni engagement and Business & Law Faculty strategies that led to the development of a bespoke, complementary Executive Education Programme exclusively for UWE Bristol alumni. The aim of the programme was to nurture the relationship with our alumni and to build an engaged alumni community. Within 48 hours, a programme designed for 40 had received in excess of 100 enquiries and registrations. 92% of the registrants had not been engaged before the Programme began and are now part of an engaged and active community. Rachel Evans and Alison Heyes will give you an insight into the planning, development and management of this authentic community building programme.

THINKING GLOBAL - COLLABORATING FOR SUCCESS

Julia Baxter, Alumni Relations and Supporter Engagement Manager, University of Kent

Anthony Manning, Dean for Internationalisation, University of Kent

Session: Panel Discussion

Level: Mid-career

For many years, the alumni team at the University of Kent have recognised the impact that alumni can have on student recruitment and conversion, telling their stories and sharing the experiences that made Kent so very special to them.

Over the past year, this has fed into the collaborative development of a series of events and academic activities showcasing current internationalisation and global engagement being carried out by the University of Kent both in the UK and abroad - the Think Kent Global Showcase.

Each Global Showcase celebrates a specific region or set of countries and follows a variety of exciting activities from across our students, staff, alumni and international partners across the globe and at home, and connects with the recent success of the online Think Kent video series, which presents the research and teaching of the University's globally-minded and experienced academics in bite-size video form.

This panel discussion will highlight lessons learned along the way to this collaborative partnership, how working together has transformed the impact of our collective departmental budgets, and how alumni are playing a role in supporting recruitment and partnerships to show tangible impacts on University priorities.

WIDENING GRADUATION: IMPLICATIONS OF WIDENING PARTICIPATION FOR ALUMNI RELATIONS

Maria Gallo, Director, Centre of Lifelong Learning and Engagement, National University of Ireland, Galway - St Angela's College, Sligo

Session: Lecture

Level: Mid-career

How do universities support widening participation alumni? There is widespread recognition of widening participation and equity of access initiatives in higher education institutions worldwide. Supporting non-traditional students before entry into higher education and during their studies is embedded in widening participation work. With examples of successful initiatives, such as "outduction," this session explores and questions the initiatives to support these new alumni: widening graduation.

This session also explores the implications of widening participation policies for alumni relations and evidence of its impact on advancement as a whole. An institution-wide drive to engage alumni in the daily student life of the institution—and in widening participation initiatives—is the ideal to embed an alumni culture, but how can this be achieved? Creating an informed alumni base on their own alumni capital, that is, how their alma mater connects them to a rich network of opportunities to shape their life, remains challenging for widening participation graduates. This session concludes by asking the audience to consider ways to initiate widening graduation in their own institution.

DISRUPTION AS AN OPPORTUNITY FOR COMMUNITY BUILDING

Nena Grceva, Head of Alumni Relations Office, Central European University

Session: Lecture

Level: Mid-career

Disruptions, big or small are a fact of life and very much part of working at a university. From policy and leadership changes, to budget cuts and shifting strategic priorities, they frequently push us out of our comfort zone and challenge our work routines. As challenging as disruptions are, if handled well, they also open space for innovation.

Using the example of a major disruption that the Central European University has been facing since April 2016, i.e. the Hungarian government's attempt to close it, I'll discuss the ways we turned it into an opportunity to engage the global alumni community. From staging protests across the world, to organising #ThankYouCEU global alumni meet-ups and successful fundraising, the crisis has helped us strengthen alumni engagement and organically create a stronger sense of community and belonging.

IS YOUR GOODBYE AS GOOD AS YOUR HELLO? FINAL YEAR TRANSITION, GRADUATE WELLBEING & GOS ENGAGEMENT STRATEGY

Kerry Rickarby, Alumni Engagement Manager, Liverpool John Moores University

Session: Lecture

Level: Senior

Learn how a chance encounter with a bunch of (actual) clowns inspired what has become LJMU's very first Grad Fest; a university-wide event for final year students, created in consultation with final year students and recent graduates.

As HE professionals, we recognise the need to constantly look for ways to improve the student experience, while we talk about the student journey as a continuum, which absolutely includes our alumni. Despite this focus, there is a noticeable gap when we reach the point where HEIs support and prepare our final year students for the practical realities of life after their last exam has been completed and dissertation submitted.

Managing expectations, providing graduates with the information and contacts they need, offering a supportive community just for graduates and enabling them to better manage their post-university wellbeing are vital to a successful transition from student to whatever comes next.

These are the aims of LJMU's Grad Fest and the session will provide you with insight into the pitfalls and successes you can expect should you decide to plan your own.

RECONNECTING WITH A DISCONNECTED AUDIENCE: IS ANYBODY OUT THERE?

Rachael Tyler, Engagement & Campaign Manager, University of Southampton

Hannah Smith, Project Manager, Yoyo Design

Matthew Pitt, Engagement Officer, University of Southampton

Session: Lecture

Level: Mid-career

When alumni engagement rates continued to plateau, the University of Southampton knew they had to do something exciting to shake up their engagement and communications activity. Introducing 'Replay'.

The University's first ever engagement campaign, 'Replay', uses the power of music and nostalgia to connect with their alumni community, by asking them to share a song that evokes a university memory every time they hear it. Baywatch, The Killers and Tinie Tempah are just some that connect our alumni to Southampton.

The University of Southampton and Yoyo Design will take you on the journey of their engagement campaign; from inception, to implementation and analysis - find out how a campaign focusing purely on engagement has enabled the University to reconnect with disengaged alumni.

SAVE THE DATA - BUILDING A COMPELLING CASE FOR YOUR EVENTS

Rachael Firth, Chief Operating Officer, Wonkhe

Session: Lecture

Level: Mid-career to Senior

Events are a critical part of your organisation's communications mix, deployed and delivered well they will help you reach your strategic aims. Yet so often we don't see them as part of a wider organisational strategy, we see them as an add on, a nice to have or something that we should just do.

In this masterclass Rachael, Chief Operating Officer of Wonkhe, will share insights on what data we can use when making a case for, or indeed against, events and how we know something has worked. We will discuss how to build a successful events programme which not only complements the organisational strategy, but leads and enhances it.

She will talk about the key building blocks to an events portfolio such developing budgets, 1-3-5 year strategy, developing KPIs and how evidence can help. In the session we will discuss why and when you should use events, how you recognise, and play to, your organisational strengths and working with partners and sponsors. We will also address that event elephant in the room of when we should not use an event and when the evidence suggests you should be focusing your resources elsewhere.

Drawing on her experience in the corporate, not for profit and higher education sectors within organisations such as Universities UK, ITV, NUS, Emap and currently Wonkhe, she will talk about how she has developed diverse events portfolios and successful teams to deliver them; how she has done this with and without budget and how she has won organisational support for developing events.

This session is for everyone who has events as part of their communication mix and is keen to develop them into a more powerful and effective channel. It will provide lots of practical tips and advice which can be taken back to your organisation and put into practice.

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DISRUPTION

Disruption track sponsored by



SESSIONS

DISRUPTION TRACK PLENARY

Chair: Sue Cunningham, President, CASE

Professor Charlie Jeffery, Incoming Vice-Chancellor, University of York and Senior Vice-Principal, University of Edinburgh

Professor Shearer West, Vice-Chancellor, University of Nottingham

Patricia Jackson, Vice President, Development, Brown University

President's Panel

Senior leaders reflect on what's ahead in this new world of Brexit, Trump, political disruption and shrinking resources.

THREATS ARISING FROM THE COMMERCIALISATION OF UNIVERSITIES

Andrew Rhodes, Registrar, Swansea University

Session: Workshop

Level: Senior

Swansea University faced major disruption when it suspended its VC and the Dean of the Business School. Andrew Rhodes, the Registrar, will talk about the importance of due diligence, contingency planning, crisis comms and reputation management.

MONSTERS AND MAYHEM: DISRUPTING TRADITIONAL APPROACHES TO SPONSORSHIP

Alicia O'Grady, Director, External Relations, University of Bristol

Session: Lecture

Level: Mid-career

Home of the Tasmanian Devil and the presumed-extinct Tasmanian Tiger, Tasmania has long been known as a place where the quirky and sometimes unusual can happen.

Learn how the University of Tasmania forged a new approach to reputation building, stakeholder engagement, brand management and student recruitment through a potent mix of content marketing, sponsorship and experiential marketing in conjunction with one of the world's most unusual festivals - Dark MOFO.

ENSURING A DISRUPTED WORLD DOESN'T DISRUPT YOUR CAREER

Shayoni Lynn, Communications Manager, Cardiff University

Guy Collender, Senior Development Executive - Humanities, University of Oxford

David Williams, Director, Alumni Relations and Annual Giving, University College Cork

Session: Panel Discussion

Level: Mid-career

Curious about a career in development and supporter relations? Panellists represent communications, alumni relations and fundraising and will discuss how a career in development and supporter relations has multiple pathways to success, and how changing careers can be good for your CV. Find out how to make the most of your talents, capitalise on your transferable skills, learn about opportunities and challenges in this sector and how to overcome them, and how to develop your career within a single institution or by moving between institutions.

INFILTRATING POLICYMAKING: COMMUNICATING RESEARCH TO INFORM POLICY PROCESSES

Charlotte Humma, Research Communications Manager, University of Sussex

Katherine Davies, Research Impact Officer, University of Sussex

Session: Workshop

Level: Mid-career

Impact is yet again an element for assessment in REF 2021 and with a larger weighting this time around, it is evident it is here to stay. With policy impact being highly sought after, yet somewhat elusive, universities are developing impact and policy support functions to bridge the gap between researchers and policy audiences. But with no rulebook on how to achieve this, what is best practice in this emerging field?

This session will use Kahoot! - a game-based learning platform using mobile devices - to engage participants in a multiple-choice quiz on how professional services can best support academics to engage in policy processes. The quiz will facilitate a discussion around strategies and tools to engage with policy processes and to communicate research and impact for institutional distinctiveness. This workshop is a knowledge-sharing exercise that its organisers hope will be mutually beneficial for all who attend.

AI IS THE FUTURE THAT IS ALREADY HERE

Dougal Scaife, Head of Digital Experience and Engagement, Leeds Beckett University

Deanne Taenzer, Vice President, ExpertFile

Session: Lecture

Level: Senior

18 year olds are digital natives that use technology without fear and expect 24/7 access and communication... and yet we make them ring up and sit in a call queue to get a university place. It doesn't have to be like this. Artificial Intelligence, Chatbots and voice search will be the prime communication channel for our UG demographic within the next 18 months and yet we still cling to 'traditional' digital platforms. Leeds Beckett have spent the last few years driving innovation and seeking to understand rapidly emerging technologies and how they can be harnessed to help drive engagement and recruitment across all our target markets. From small R+D projects great advancements can rapidly be made.

This session will use our chatbot and voice app development projects to discuss the implementation of new technologies into the marketing mix and the results we have achieved.

WHAT MAKES YOU AN EXPERT?

Justin K. Shaw, Chief Higher Education Consultant, Communications Management

Edina Harbinja, Senior Lecturer in Media/ Privacy Law, Aston University

Scott Lucas, Professor of International Politics, University of Birmingham

Session: Lecture

Level: Senior

Our universities rely on the projection of credible experts to the outside world. As marketing and communications professionals we need our university leaders and academics to be ready, willing and able to communicate their expertise and to engage in ways that external parties are attuned to. This session will explore the notion of 'expertise marketing' - based on work by ExpertFile, a Toronto-based expertise channel and will examine issues such as: what makes an expert? How do experts get discovered by those in need? In an era of 'fake news' - how do we decide what a true expert is? This session will also include a senior academic talking about their role as an 'expert'.

WELCOME TO THE PERIODIC TABLE OF ADVANCEMENT

David Willows, Director of Advancement,
International School of Brussels

Session: Workshop

Level: Senior

Advancement has come to mean many different things in schools around the world. In this interactive workshop, we will define Advancement as the strategic business of “helping organisations move forward”. We will then introduce the Periodic Table of Advancement™ as a unique tool for thinking about the story of our organisation, the people that we want to play a part in this story, and the processes that support us along the way.

All participants will: (1) Discover the idea of a Periodic Table of Advancement™; (2) Explore the Table as a practical tool to audit the work of Advancement in their own organisation; (3) Deep dive into some of the Elements of Advancement, exploring best practice principles; (4) Play with new combinations of Elements, with a view to re-designing Advancement in new and contextually appropriate formats.



SCHOOLS AND SMALL SHOPS

RESERVED

INTRODUCTION FROM THE PLANNING COMMITTEE



Development is an ever-growing and increasingly crucial function for schools. However, it could be said that the very notion of development is itself a force for positive disruption in schools, or indeed in any organisation new to philanthropic engagement.

This year's Schools and Small Shops track celebrates the creativity and innovation taking place across the sector, featuring opportunities to hear from and share best practice with other small organisations - organisations whose budgets belie the ambition and impact of development activity.

Track sessions will showcase how you can take your stakeholders (internal and external) with you on the development journey, including a range of practical examples and insights on how whole-school communities can contribute to a successful communications strategy. Attendees will also have the chance to pick up tips for maximising alumni participation, learn about the importance of stewardship to small organisations, and how to develop and retain staff in an increasingly competitive marketplace.

Whether a practical workshop, Q & A, or chance to hear first-hand accounts from seasoned professionals, our sessions will engage, excite, and build confidence whatever your level of experience.

Emily Robin, Director of Advancement, American School of Paris

Lindsey Davis, Director of Development & External Relations, Bradford Grammar School

SESSIONS

INTERNATIONAL SCHOOLS ADVANCEMENT IN THE VUCA WORLD

Emma Zigan, Chief Development Officer,
International School of Brussels

Gustavo Segui, Director of Marketing &
Advancement, International School of Curitiba

Session: Workshop

Level: Mid-career

How do institutions navigate their Advancement work in the VUCA World, an environment more Volatile, more Uncertain, more Complex and more Ambiguous every day? Of course we don't have all the answers, (it's the VUCA World for goodness sakes) but come to an interactive workshop where we'll share some scenarios, some insights and together explore how to combat feeling overwhelmed and unprepared in today's VUCA World.

A HAPPY COMMUNITY IS AN ENGAGED COMMUNITY: SPOTLIGHT ON HAPPINESS AND HOW A SCHOOLS COMMS FUNCTION CAN BRIDGE TRIBAL MENTALITIES IN SCHOOLS

Emma Wragg, Marketing Manager,
Bradford Grammar School

Lindsay Parker, Public Relations Consultant,
Stride PR

Session: Workshop

Level: All

A 'how to' guide to school comms, with opportunities for delegates to consider what they would have done. Summary to include advice from speakers on what worked well and what they would do differently next time ...

ANNIVERSARIES AND AFTER: LINKING THE PAST, PRESENT AND FUTURE TO BUILD AN ALUMNI ENGAGEMENT PROGRAMME FOR EVERY AGE GROUP

Laura Firth, Head of Development,
Bolton School

Laura Rooney, Development Manager,
Bolton School

Co-Track: Alumni Relations

Session: Lecture

Level: All

Building an alumni engagement programme that appeals to all age groups and supports your school's fundraising objectives is no easy task. In this session, Laura Firth and Laura Rooney explore how they used Bolton School's centenary celebrations to bring their Alumni community together and kick-start an ambitious fundraising campaign in aid of the School's Bursary Fund, how they built on that foundation of engagement to reach the 100 Campaign's £5m target once the anniversary celebrations were in the past, and the lessons they learned along the way.

COACHING YOUR FUNDRAISING TEAM TO EXCELLENCE

Phillip Rothwell, Director of Development,
Warwick Independent Schools Foundation

Co-Track: Fundraising

Session: Lecture

Level: Senior

As the leader of a fundraising team, you want to bring out the best in each individual and create a workplace where people bring their best daily. After all, fundraising is an important function of any charity and your team's success can be undermined by turnover, disengaged staff, and low morale. When your team is made up of people with an array of personalities, motivators, work experience and education, how do you coach them to be their best? As importantly, how do you, as a manager, create and support a high-performing fundraising team? Using the workplace personality profiles as a backbone, this session will help established and aspiring leaders understand how to coach their teams to excellence.

LOL: A HUMOROUS VIEW OF ADVANCEMENT

Beth Crutcher, Director of Advancement,
The American School in London

Co-Track: Fundraising

Session: Breakfast Roundtable

Level: All

Feeling stressed? Discouraged with the never-finished work of advancement? Start the day with laughter! Taking ourselves too seriously can stifle creativity and problem solving.

Instead, let's review mistakes we've made or situations that got out of control to see if there are lessons to be shared. The moderator will offer a few examples that have to be heard to be believed and then participants will share their favourite advancement misadventures.

BUDGET-BUSTING OR MORE BANG FOR YOUR BUCK? HOW TO MAKE YOUR ALUMNI ENGAGEMENT EFFECTIVE AND AFFORDABLE

Fiona Ross, Head of Development,
The Grammar School at Leeds

Co Track: Alumni Relations

Session: Lecture

Level: Mid-career

Building an inspiring and effective alumni relations programme with a small team and a small budget, in a low tech environment - from mass engagement to key stakeholder projects. When resources are tight the need to be bold, brave and creative is heightened. This interactive session will provide practical examples of successful engagement initiatives, events and communications and how to borrow an idea, shape it and make it work for you.

LET'S START AT THE VERY BEGINNING - CREATING A FUNDRAISING CULTURE

Ruth Andrew, Alumni Relations and Fundraising Officer, Solent University

Co-track: Fundraising

Session: Lecture

Level: Mid-career

At Solent University, we have recently started our journey to create a fundraising culture. We had to start at the very beginning, nothing like this had ever been attempted at Solent University before. Indeed, we were going into uncharted territory. We knew the theory, and could see it was working at other Universities, we just had to put it into practice.

From creating the necessary governance groups and working across the University to identify and establish fundraising priorities to promoting regular giving options and having supporters sign-up to take on fundraising challenges to raise funds for Solent students and actually receiving our first ever donations and awarding our first bursaries to students!

It really has been a 'start from scratch approach' and a real team effort. We had to work strategically to ensure buy-in from our university community, alumni and friends.

We have come a long way in nine months and I would like to share how we went about this process- and what we have learnt from it (the good, and the 'to learn from').

GIVING TUESDAY - GLOBAL EVENT FOR LOCAL RESULTS

Margaret Pringle, Director of the Annual Fund at the American School in London (ASL)

Emma Zigan, Chief Development Officer, International School of Brussels

Gustavo Segui, Director of Marketing & Advancement, the International School of Curitiba (ISC)

Robert Wayman, Alumni Relations and Philanthropy Manager, Solent University
Alumni Relations and Fundraising Officer, Southampton Solent University

Session: Workshop

Level: All

Learn how 4 small shops used this big global idea to raise awareness, develop a giving culture and achieve fundraising goals with limited budget and resources. Using case studies from International Schools' in Brussels, London and Curitiba and from Solent University, hear what worked and what didn't. End the session with an interactive opportunity for you to start planning your own Giving Tuesday campaign.

ADVANCEMENT FOR ALL: AN ACTION-PACKED, MYTH-BUSTING, WORKSHOP FOR CULTURAL COMPETENCY IN PHILANTHROPY

Beth Crutcher, Director of Advancement,
The American School in London

Co-track: Fundraising

Session: Workshop

Level: Mid-career

Leave this session with a better understanding of our increasingly complex constituents and specific steps we can take to ensure our advancement programmes encourage philanthropy regardless of cultural differences. A brief introduction will include statistics on diversity in giving and a few examples of culturally competent programmes, but the majority of time will be spent mining the expertise of those in the room to prepare for action. A plan for more broadly communicating our findings will be determined at the end of the session.

Utilising the carousel method and other small group processes, we will develop vibrant all-inclusive programming that defies stereotypes, identify volunteer structures that promote diversity, and create the ultimate 'cheat sheet' for preventing fundraising blunders when working with prospective donors from the world's most generous countries and cultures. Join in a supportive environment where kindness and humour will be applied to this sensitive subject. Leave with actionable steps to promote robust engagement from all, for all.

Our findings will be summarised in a co-operatively authored "white paper" and the group will vote to submit the work to professional organisations such as CASE for publication or to push the paper via our own social media channels.

DISRUPTIVE MARKETING CAMPAIGNS

Emma Wragg, Communications Manager,
Bradford Grammar School

Lindsay Parker, Stride PR

Co-Track: Marketing

Session: Workshop

Level: Mid career / Senior

This breakout workshop will explore the theme of 'disruptive communications' looking specifically at Bradford Grammar School's Spotlight on Happiness campaign - a public mental health and well-being online resource site. The workshop will focus on TWO key areas: 1) HOW did we make this work in an educational environment?; and 2) WHAT would we change if we did it again? Participants are invited to bring their marketing ideas and initiatives for a creative brainstorm.

NEWCOMERS' FAST TRACK: YOU AND DISRUPTION!

The Newcomers' Fast Track is a programme especially designed for those forming their career in higher education who have fewer than two years of experience working in education development.

Explore the fundamentals of working in the disruptive and fast-moving world of HE, how to build personal resilience, presence and confidence and how to establish your career. This is a perfect introduction to the sector and preparation to make the most of the CASE Europe Annual Conference.

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LEADERSHIP FORUM

The Leadership Forum is a specialised programme curated to meet the expressed needs of the most senior people working in development, alumni & supporter engagement, marketing, communications and recruitment in education, arts and the non-profit sectors.

CASE Europe Annual Conference offers a series of tailored workshops and masterclasses shaped by the issues you've told us matter most and led by thought leaders and innovators from all backgrounds. You'll also get the chance to explore the best of what the conference has in store and meet other leaders from across the globe.

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NETWORK AND CHILL

Welcome Reception

Birmingham Museum & Art Gallery

Relax and unwind with fellow delegates over drinks and canapés. Set inside Birmingham's landmark building, featuring 40 galleries spanning seven centuries of European and World history and culture.

NEW

Wellness Space

Meditation, quiet zone, run club and some four-legged friends. The theme may be disruption but we've got your relaxation covered. Here's a chance to take some time, just for you.

NEW

Storytelling Corner

Listen and be part of the conversation at our all new storytelling corner - an intimate and informal space with the chance to be discuss the most pressing issues with a range of experts.

Breakfast Roundtables

Grab a coffee, a pastry and start your day bright and early with your fellow delegates looking to discuss and debate topics at our informal breakfast roundtable sessions. We promise it's worth getting out of bed for!

Gala Dinner and Entertainment

Join us for the culmination and celebration of the week at the gala dinner.

BE PART OF #CASEDISRUPTS

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JOIN THE CONVERSATION

@CASE_Europe #CASEdisrupts

SPONSORING AND EXHIBITING

Contact [Cristina Marochi](#) for more information.