Development Services 2023

Sheffield, United Kingdom | March 7 - 9, 2023

Crowne Plaza Royal Victoria, Sheffield, UK

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Over the course of the two-day programme (split over three days in 2023 to give people greater travel flexibility), the planning committee will guide participants through all aspects of the development services practice with an inspiring, informative and practical programme that promises to connect you and provide real takeaways, as well as inspiration.

Audience:
130-140 participants, with the following job titles/areas:
- Directors / Associates / Deputy Directors of Data / Analytics/ Development/ Advancement / Development Operations
- Heads of Operations / Development Operations
- Managers of Development Services / Research/ Operations/ Database/ Data / CRM/ Insight/ Information/ Campaigns
- Officers of Database / Data / CRM / Insight / Development / Prospect Research / Research
- Assistant / Coordinator of Databases / Gifts

Programme:
Once available, the programme in full can be found here https://www.case.org/conferences-training/development-services-2023

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

Planning Committee:
Martyn Clay, Senior Business Intelligence Analyst, University of Cambridge
Sophie Hutchinson, Operational Director and Director of Alumni & Supporter Engagement, LSE
Jennie Moule, Founding Partner, Alveo Consulting
Stuart Thompson, Deputy Director, Advancement Services, Durham University
Lisa Williams, Head of Operations, University of Exeter

Opportunities

	Ed. Partner	Non Ed. Partner
Main Sponsor (exclusive)	£4,650 + VAT	£5,580 + VAT
Dinner Sponsor (exclusive)	£3,200 + VAT	£3,840 + VAT
Exhibitor + session	£1,950 + VAT	£2,340 + VAT
Exhibitor	£1,500 + VAT	£1,800 + VAT
Sponsor - branded lanyards	£1,150 + VAT	£1,380 + VAT
Splash screen (logo) in app	£680 + VAT	£816 + VAT
Subpage banner - schedule page	£450 + VAT	£540 + VAT

What is included in each support type:

Main sponsor (exclusive)

Benefits:
- One 60-min speaking session (break-out)
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Acknowledgement by the conference chair during the welcome remarks as main sponsor
- Company logo (with link) on conference website acknowledged as main sponsor
- Company marketing literature/goodie seat drop at the opening session (provided by sponsor)
- Introduction of one session, with 3min speech for company
- Four (04) complimentary delegate passes
- List of delegates
- Company logo and text in app*
- Company sticky banner in app (main screen), always visible and remains stationary while scrolling on the main screen, can link to a website. Logo to be provided in the following format:

1	2,048 pixels wide x 200-500 pixels high
2	1,536 pixels wide x 150-400 pixels high

Dinner sponsor (exclusive)

Benefits:
- One 60-min speaking session (break-out)
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- 5-min speech during dinner
- Acknowledgement by the conference chair during the welcome remarks as dinner sponsor
- Company logo (with link) on conference website
- Company marketing literature/goodie seat drop at the dinner (provided by sponsor)
- Two (02) complimentary delegate passes
- List of delegates
- Company logo and text in app*

Exhibitor + session

- One 60-min speaking session (break-out)
- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Two (02) complimentary delegate passes
- Company logo (with link) on conference website
- List of delegates
- Company logo and text in app*

Exhibitor

- Space for exhibition with 1 table (6ft), 2 chairs and tablecloth
- Two (02) complimentary delegate passes
- Company logo (with link) on conference website
- List of delegates
- Company logo and text in app*

Sponsor - Branded lanyards

- Logo branding on lanyards for delegates
- Colour of choice to suit company logo
- Company logo (with link) on conference website as sponsor
- To be produced by CASE; logo in high res to be sent to CASE by 20th Jan 2023
- One (01) complimentary delegate pass
- List of delegates
- Company logo and text in app*

Splash screen

- Splash screen with logo appearing when app is launched
- Logo to be provided in the following format:

1	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
2	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
3	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

* Can be a .jpg or .png format

Subpage banner - schedule page (app)

- Displayed in the schedule page
- Can link to a website
- Logo to be provided in the following format:

1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

For questions or to book an item

For any doubts or if you would like to book an item, please get in touch with Cristina Marochi at cmarochi@case.org.

*INFORMATION needed from sponsors and exhibitors by the 1st February:

Company logo	− in jpg or png; one with transparent background
Company info for app	− website − Twitter, Instagram, LinkedIn handles − Text about the company (max 150 words)
Delegate names	− delegate name − delegate job title − delegate email
Session info	− session title − session description (max 150 words)

	− session speaker(s) with name, job title, institution, short bio and picture − please indicate which CASE Competency** cluster(s) your session connects to (see below)

To be sent to cmarochi@case.org

ANNEX

**CASE Competencies model

The CASE Competencies model delineates the skills necessary for success in the advancement profession. It is composed of 8 competencies clusters, described below.

When sending the information about your session, we kindly ask you to identify which competency cluster(s) your session touch upon.

Cluster Definitions and Subcompetencies

1. **Strategic Thinking**: Employs methods and processes to view a situation, assess factors, and create effective implementation plans with measurable results.
   a. Align strategy with action
   b. Critical thinking
   c. Innovative problem solving
   d. Change management
   e. Adaptivity to complexity
   f. Strategic planning
   g. Understanding data and context
   h. Strategic stakeholder engagement

2. **Emotional Intelligence**: Recognizing emotions and understanding how they impact you and others to guide thinking and behaviour.
    a. Active listening
    b. Self-awareness
    c. Empathy
    d. Social awareness
    e. Social skills

3. **Industry/Sector Expertise**: The knowledge and skills requisite to specific domains of practice within the profession as well as an understanding that different regions and different types of institutions (community colleges, independent schools, arts organizations, etc.) may combine or modify these categorizations as they apply to their specific context.

4. **Relationship Building**: Effectively utilizing interpersonal skills to build and maintain strong professional relationships between the organization and internal and external stakeholders.
    a. Effectively engage volunteers and stakeholders
    b. Consensus building
    c. Collaboration and teamwork
    d. Stewardship
    e. Negotiation
    f. Conflict resolution
    g. Proactive relationship development

5. **Global and Cultural Competence**: Working effectively with and for people from different geographies and cultural perspectives.
    a. Cultural intelligence
    b. Understanding bias
    c. Creating a safe work environment for all

6. **Business and Financial Acumen**: Understands the business situation and financial factors and takes responsibility for the best course of action.
    a. Data-based decision making
    b. Financial fluency
    c. Institutional business knowledge
    d. Industry business knowledge

7. **Leadership:** Leading with vision and credibility, to effectively manage self, others and resources to achieve organizational impact. The ability to define what the future should look like, align people with that vision, and influence others through authenticity and inspiration to make the vision happen despite obstacles.
    a. Entrepreneurial
    b. Models engagement in advancement
    c. Manages ambiguity
    d. Future focused
    e. Executive presence
    f. Perseverance
    g. Courageous communicator
    h. Continuously learning

8. **Integrity and Professionalism**: Excellence in conduct representing oneself and one's institution, and the profession.
    a. Builds and maintains trust
    b. Ethical conduct
    c. Personal accountability
    d. Effective communicator, presenter and facilitator