

Inyathelo Advancement Academy 2015

Advancement tools and practices for HEIs

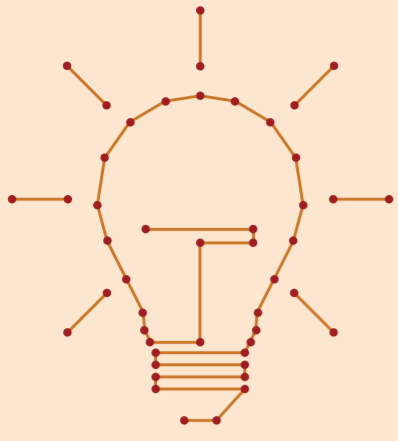
2 – 3 SEPTEMBER 2015 | CAPE TOWN



Programme

Day 1: Wednesday, 2 September 2015

Time	Session	Speaker(s)	Venue
11h00 – 12h00	Registration		The Hub
12h00 – 13h00	Keynote Address	Nozizwe Madlala-Routledge (<i>Inyathelo</i>) introduced by Nazli Abrahams	Auditorium
13h00 – 13h45	Networking session		The Hub
14h00 – 15h15	Concurrent Sessions Limited space per session; sessions are on a first-come-first-served basis		
	Dissecting giving to South African universities: Findings from the ASPIHE survey	Sean Jones (<i>EduActive Solutions</i>)	Red Room
	Strategies to keep your Capital Campaigns current	Louise Driver (<i>The Children's Hospital Trust</i>)	Auditorium
15h15 – 15h30	Tea Break		The Hub
15h30 – 16h30	Concurrent Sessions Limited space per session; sessions are on a first-come-first-served basis		
	Digital fundraising: creating online content that attracts support	Tracy Playle (<i>Pickle Jar Communications</i>)	Red Room
	5 Marketing pitfalls to avoid	Pieter Swart (<i>Nelson Mandela Metropolitan University</i>)	Auditorium
16h30	Day 1 ends (Free evening)		



Inyathelo Advancement Academy 2015

Advancement tools and practices for HEIs

2 – 3 SEPTEMBER 2015 | CAPE TOWN



Programme

Day 2: Thursday, 3 September 2015

Time	Session	Speaker(s)	Venue
09h00 – 10h30	Opening Plenary		
	“The map does not closely resemble the territory.” New (and old) considerations for an effective strategy	Sid Peimer <i>(Cape Chamber of Commerce)</i>	Auditorium
10h30 – 10h45	Tea Break		
10h45 – 12h45	Masterclasses Attendance for Masterclasses as per online registration		
	Masterclass 1 Data-driven analysis and how to use it effectively	Gustavo Rotondaro <i>(Metrica)</i>	Red Room
	Masterclass 2 The role of proposals in processes of donor engagement: principles and practical tips	Sean Jones <i>(EduActive Solutions)</i>	Auditorium
12h45 – 13h45	Lunch		
13h45 – 14h45	Concurrent Sessions Limited space per session; sessions are on a first-come-first-served basis		
	Alumni Relations on the edge	Gillian Mitchell <i>(Inyathelo)</i>	Red Room
	How to optimise your brand and increase your visibility	Pieter Swart <i>(Nelson Mandela Metropolitan University)</i>	Auditorium
14h45 – 15h00	Tea Break		
15h00 – 16h00	Concurrent Sessions Limited space per session; sessions are on a first-come-first-served basis		
	From idea to implementation: strategies for your marketing communications	Tracy Playle <i>(Pickle Jar Communications)</i>	Red Room
	Be the captain of your stewardship Transferable learnings on the art of thanking	Helen White <i>(Orbis Africa)</i>	Auditorium
16h00	Learning event ends		