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National Conference and Broadcast

Fundraising and Philanthropy in Higher Education

New techniques, new opportunities and moving forward after Woolf

Thursday 17 May 2012, Westminster Studio, London SW1

Speakers include:

Professor Shirley Pearce CBE
Vice-Chancellor,
Loughborough University

Fiona Kirk
Director of Development and
Alumni Relations, **London School of Economics**

Lori Manders
Director of Development and
Alumni Relations, **UCL**

Simon Fourmy
Director of Grants,
The Wolfson Foundation

Why you must attend this event:

- Hear the latest update from HEFCE on the matched funding scheme
- Learn how to build a philanthropic culture from scratch
- Discover with the LSE what lessons can be learned from Woolf
- Learn how to develop new partnerships to increase revenue streams
- Consider an international approach to fundraising and working with international alumni to boost funds


What opportunities do the much publicised reductions in government spending present to institutions to build a culture of voluntary giving?

How will Lord Woolf's Inquiry change institutional attitudes to fundraising? What safeguards need to be in place?


In the US 20% of all public university alumni give to their university. In the UK it is closer to 2%. How we can learn from global good practice?

Institutions are looking for support to secure large scale foundation funding. In the context of an increasingly globalised market, advice to compete and leverage opportunities in China, Middle East, India, Latin America and Russia is vital.


This conference is designed for directors of development, alumni relations, external affairs, major gifts, registrars, vice-chancellors, governors, legal advisors, finance directors and senior management to examine how to sustain the gains that have been made and the critical future role of major donors, philanthropy and alumni funding.



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See inside for details

For more information please visit:

www.neilstewartassociates.com/jb319

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Agenda (subject to change)

All delegates receive
free post-event access to
filmed plenary sessions

09:00 Registration, refreshments and exhibition

Session One:

Available on policyreview.tv

Setting the scene

- 10:00 Welcome and introduction from conference Chair
Aaron Porter, Consultant and Journalist
- 10:10 A new landscape for fundraising
Lori Manders, Director of Development and Alumni Relations, University College London
- 10:30 Working with international alumni
Professor Michael Earley, Principal and Chief Executive, Rose Bruford College
- 10:50 Keynote address:
Institutional leadership allowing fundraising and philanthropy to flourish
Professor Shirley Pearce CBE,
Vice-Chancellor, Loughborough University;
1994 Group Board
- 11:10 Questions and discussion

11:20 Refreshments, networking and exhibition

Session Two:

Available on policyreview.tv

Looking to the future in a new landscape

- 11:50 What's next? Leverage, impact and partnership – evolving best practice in HE fundraising
Stephen Tall, Development Director, Education Endowment Foundation
- 12:10 Lessons for the sector from Woolf
Fiona Kirk, Director of Development and Alumni Relations, London School of Economics
- 12:30 Update on matched funding scheme for voluntary giving
Ian Lewis, Head of Finance, HEFCE
- 12:50 Questions and discussion

13:00 Buffet lunch, networking and exhibition

Session Three:

Fundraising in new ways

- 14:00 Fundraising or development? The importance of aligning fundraising priorities with the institutional plan
Adrian Beney, Partner, More Partnership
- 14:20 What foundations want to hear
Simon Fourmy, Director of Grants, The Wolfson Foundation
- 14:40 An international approach to fundraising
Matt Ferguson, Associate Head of Principal Gift Development, King's College London
- 15:00 Questions and discussion
- 15:10 Refreshments, networking and exhibition

Session Four:

Key issue seminars

- 15:40 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

1 New partnerships bringing new revenue streams into higher education
Jon Wakefield, Group Director of Strategy and Communications, UPP

2 Building a philanthropic culture from scratch
Check website for speaker updates

16:30 Close of conference

Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Katrina Wright** on **020 7324 4330** or e-mail katrina.wright@neilstewartassociates.co.uk

Register online today:

www.neilstewartassociates.com/jb319 / Tel: **020 7324 4330** / Fax: **020 7490 8830**

Purpose of the Conference

By attending this event you will :

- Map the direction of higher education funding and provide insight and solutions to the challenges ahead
- Hear from leading higher education institutions that have been successful in garnering a wide variety of philanthropic support
- Examine how institutions are identifying their unique university selling points in a future where UK higher education will become increasingly stratified
- Examine the areas where donors can contribute, including widening student access, retaining key staff, facilities and enhancing the student experience
- Learn the importance of sustaining UK higher education and the complexity of future funding as well as structural implications in meeting future challenges
- Hear from those who give, including individual donors, corporations, institutional staff, parents, and their motivation for investing in the future of higher education
- Get the opportunity to network with others who are working to enhance philanthropy, major giving and alumni relations in higher education
- Provide an opportunity for sharing good practice to facilitate better inter-agency working
- Examine the shrinking demographics and how all institutions must prepare to maintain their market share
- Consider options of private sector and HE cooperation and the impact of private capital on HEI'S and the HE sector as a whole.
- Look at alternative ways of securing funding
- Meet others who are working to develop new networks

Who should attend:

- Vice-Chancellors and Principals
- Pro-Vice-Chancellors
- Academic and Research Deans
- Associate and Executive Deans
- Registrars
- Legal advisors
- Directors and Heads of:
 - > Development
 - > Alumni Relations
 - > External Relations or Affairs
 - > Major Gifts
 - > Fundraising
 - > Marketing
 - > Campaigning
 - > Funding and Sustainability
 - > Enterprise and Business Development
 - > Partnerships
 - > Income Generation
 - > Finance
 - > Strategy Development
 - > Research and Development
 - > University-Business Partnership and Collaboration
 - > Regional Development and Community Liaison
 - > Philanthropy
 - > Corporate Social Responsibility



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3-9 viewers **£89.00 + VAT (£106.80)**

10-19 viewers **£79.00 + VAT (£94.80)**

20-29 viewers **£65.00 + VAT (£78.00)**

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Thursday 17 May 2012, Westminster Studio, London SW1

To Register

Please photocopy this booking form for additional delegates. Complete all relevant sections of this form and either:
Fax: 020 7490 8830
Online: www.neilstewartassociates.com/jb319
Post: Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB
Alternatively call us on **020 7324 4330** or email us at **customer.services@neilstewartassociates.co.uk**

Delegate Information

jb319

Brochure no. **WEB**

Title (Mr/Ms/Dr/Prof/Other) _____

Full Name _____

Position _____

Organisation _____

Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial
 Non Departmental Public Body / Association or Membership Organisation 3rd Sector Organisation Criminal Justice

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Tel No. _____ Direct Line? (Yes/No) _____

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 £240.00 + VAT (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. **Shared places are not permitted.**

Seminar Selection

You may attend one seminar in Session Four. Places are allocated on a first-come, first-served basis. Please circle your choice below:

Session Four:
Seminar 1 2

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 10-19 viewers @ **£79 + VAT** (£94.80) per person
 20-29 viewers @ **£65 + VAT** (£78.00) per person

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TOTAL £ _____ + VAT = £ _____

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