

**Policy  
Review**

# National Conference Enhancing Fundraising and Philanthropy in Higher Education

## No longer an optional extra

Tuesday 8th February 2011, Westminster Studio, London SW1

*"As further cuts are threatened, universities should tap into philanthropic giving to increase and diversify their sources of funding"*

**The Guardian, June 2010**

Speakers include:

**Rory Brooks**

Co-Founder,  
**MML Capital Partners**

**Gretchen C. Dobson**

Senior Associate Director,  
**Domestic and International  
Programs, Tufts University**

**Lori Manders**

Director of External Affairs and  
Development,  
**University of Aberdeen**

**Professor Eric Thomas**

Vice-Chancellor,  
**University of Bristol**

**Professor Shirley Pearce**

Vice-Chancellor,  
**Loughborough University,**  
representing the 1994 Group

**Miles Stephenson**

Director of Development,  
**University of Sheffield**

**In the US 20% of all public university alumni give to their university. In the UK it is closer to 2%.**

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

2011 also marks the end of the HEFCE's matched funding scheme.

This conference will bring together vice-chancellors, directors of development, external affairs, major gifts, finance, and other senior decision makers to examine how to sustain the gains that have been made and the critical future role of major donors, philanthropy and alumni funding.

For more information please visit:

**[www.neilstewartassociates.com/jb299](http://www.neilstewartassociates.com/jb299)**

Produced by:

**nsa**  
neil stewart associates



Supported by:

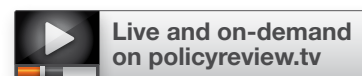


**1994 group** >

**heera**  
higher education  
external relations association

Media partner:

**UNIVERSITY  
BUSINESS**  
THE BUSINESS OF HIGHER EDUCATION



**Can't get to London?**  
**Attend our networking  
satellite conference:**

Exeter University,  
Exeter EX4 4QJ

Please see inside for more details  
or visit the website

**CPD  
CERTIFIED**  
The CPD Certification  
Service

# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### SETTING THE SCENE

- 10:00 Welcome and introduction from conference chair  
**John O'Leary**, Editor, Policy Review
- 10:10 Setting the scene  
**Professor Eric Thomas**, Vice-Chancellor, University of Bristol
- 10:30 Developing the future – successful university fundraising that allows philanthropy to grow  
**Professor Shirley Pearce**, Vice-Chancellor, Loughborough University, representing the 1994 Group
- 10:50 Challenging the culture that “someone else” will fund higher education  
Check website for speaker updates
- 11:10 Questions and discussion

11:30 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### WORKING WITH DONORS

- 12:00 KEYNOTE ADDRESS  
**Rory Brooks**, Co-Founder, MML Capital Partners
- 12:20 The 1994 Group/Russell Group Eliahou Dangoor Scholarship scheme  
**Paul Marshall**, Executive Director, 1994 Group
- 12:40 Questions and discussion

13:00 Buffet lunch, networking and exhibition

## Session Three:

 Available on policyreview.tv

### IDENTIFYING AND DEVELOPING YOUR FUNDING STREAMS

- 14:00 Working with international alumni  
**Gretchen C. Dobson**, Senior Associate Director, Domestic and International Programs, Tufts University
- 14:20 Panel discussion and case studies  
**Lori Manders**, Director of External Affairs and Development, University of Aberdeen  
**Miles Stephenson**, Director of Development, University of Sheffield
- 14:50 Questions and discussion

15:00 Refreshments, networking and exhibition

## Session Four:

### KEY ISSUE SEMINARS

15:30 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** Connecting with international alumni  
**Gretchen C. Dobson**, Senior Associate Director, Domestic and International Programs, Tufts University

**2** Working with families of current students  
**Nick Fragel**, Director of Alumni and Development, Lancaster University  
**Rachel Newbury**, Deputy Director of Alumni and Development, Lancaster University

**3** Making best use of technology  
Check website for speaker updates

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/jb299](http://www.neilstewartassociates.com/jb299) / Tel: 020 7960 6027 / Fax: 020 7960 6237

## 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 working to enhance philanthropy, major giving and alumni relations in higher education

## Who should attend:

**This conference will attract a range of delegates from across higher education and business:**

- Vice-Chancellors and Principals
- Pro-Vice Chancellors
- Academic and Research Deans
- Directors and Heads of:
  - > Development
  - > Major Gifts
  - > External Relations or Affairs
  - > Alumni Relations
  - > Income Generation
  - > Funding and Sustainability
  - > Partnerships
  - > Strategy Development
  - > Marketing
  - > Research and Development
  - > Enterprise and Business Development
  - > University-Business Partnership and Collaboration
  - > Regional Development and Community Liaison

## 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 **Andy Josephides** on **020 7960 6853** or e-mail [andy.josephides@neilstewartassociates.co.uk](mailto:andy.josephides@neilstewartassociates.co.uk)



## Can't attend? Time poor? Diary clash?

**Attend a regional satellite conference near you**

**Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!**

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

## Host your own satellite conference:

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Natasha McDonough** by email: [natasha.mcdonough@policyreview.tv](mailto:natasha.mcdonough@policyreview.tv)

## Watch online

**Keep up to date with the policy insight you need**

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£118.80)

# National Conference Enhancing Fundraising and Philanthropy in Higher Education


No longer an optional extra

Tuesday 8th February 2011, 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 7960 6237

 **Online:** [www.neilstewartassociates.com/jb299](http://www.neilstewartassociates.com/jb299)

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,  
Westminster, London SW1P 1SB

Alternatively call us on **020 7960 6027** or email us at  
**customer.services@neilstewartassociates.co.uk**

## Delegate Information

jb299

**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

Email \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Tel No. \_\_\_\_\_

Direct Line? (Yes/No) \_\_\_\_\_

Fax No. \_\_\_\_\_

Training Manager \_\_\_\_\_

Email \_\_\_\_\_

I have read and agree to the terms and conditions below





Signature \_\_\_\_\_

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to: \_\_\_\_\_

Purchase order number (if relevant) \_\_\_\_\_

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:    

Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**£599.00 + VAT** (£703.83)

From Jan 4 2011 + 20% VAT (£718.80)

### Reduced Rate -

Universities, Colleges, Local Authorities, Central Government  
Departments and Agencies, Non Departmental Public Bodies and  
other Public Sector Organisations

**£389.00 + VAT** (£457.08)

From Jan 4 2011 + 20% VAT (£466.80)

### Supported Rate -

Voluntary Organisations, Trade Unions

**£240.00 + VAT** (£282.00)

From Jan 4 2011 + 20% 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 3

## Live viewing

I am unable to attend this event in person please register me for:

Live streaming at **£99.00 + VAT** (£116.33)

\* From Jan 4 2011 + 20% VAT (£118.80)

## Satellite conference

**£195.00 + VAT** (£229.13)

\* From Jan 4 2011 + 20% VAT (£234.00)

Exeter University

## Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

## Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.

Please tick here if you do not wish to receive information from third parties.

## Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.