



Track Session I
Sunday, February 27
9:30-10:45 a.m.

Surviving Leadership Change

Advancement officers in development, alumni relations, public affairs, and event planning are on the front line during the transition from one campus chief executive officer to another. Three senior advancement professionals will discuss their experiences in leadership transition, with a focus on strategies for handling resignation and retirement notices, search committee communications, and retirement events, and for welcoming a new officer to the campus and community. Participants will also discuss maintaining relationships with key constituents and the public, and preparing advancement staff for possible changes in style and institutional priorities.

Bruce Wyatt, Vice President for College Relations, Linfield College

Tim O'Malley, Vice President for University Relations, Pacific University

Doug Mann, Director of Development and Campaign Planning, Central Development Office, University of Alberta

Track Session II
Sunday, February 27
1:45-3 p.m.

Building and Enhancing Personal Solicitation Skills

You are meeting with your prospect to ask for the gift. How do you structure the meeting? How do you present your case? How do you make your request? This session reviews the elements of an effective solicitation meeting.

Arthur Criscillis, Partner, Alexander Haas Martin

Track Session III
Sunday, February 27
3:30-4:45 p.m.

Handling Objections and Closing the Gift

In many instances, the prospect will voice one or more concerns that stand in the way of making a commitment. What can you learn from these objections, and how can you turn them into opportunities to get the gift? Having done that, how can you close the solicitation?

Arthur Criscillis, Partner, Alexander Haas Martin

Track Session IV
Monday, February 28
10:15-11:30 a.m.

Encouraging Your Dean to Fish, Rather Than Swim, in the Development Pool of Prospects

The involvement of chief educational officers and administrators is critical to a development program. Unfortunately, they don't always feel as committed to their development responsibilities as development officers might like. This session looks at how we can effectively manage relationships with deans and other faculty members so that they can be highly effective advocates for making the case to donors.

Dr. Yash Gupta, Dean, Marshall School of Business, University of Southern California

Track Session V
Monday, February 28
1:15-2:30 p.m.

High Stakes: Expanding Your View of Corporate Fundraising

Your institution has everything to lose without solid, long-term partnerships with the corporate sector. This session will examine the strategic-alliances model that has been successfully implemented at the University of Victoria. Find out how to establish your corporate prospects, make the ask, create the contracts, and manage the relationships. This approach leverages your institution's existing business relationships and adds a marketing component to realize new revenues. Although this approach is not philanthropy, it will contribute to your advancement mission. Learn how to take advantage of this evolving approach to corporate fund-raising.

John Morton, Manager of Business and Corporate Relations, University of Victoria