



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION®

# CASE Europe Annual Conference 2014

Edinburgh International  
Conference Centre  
25 – 29 August 2014



**25 – 26 August:  
Pre - conference**

**26 – 27 August:  
Schools programme**

**26 – 28 August:  
Exhibition days**

**Europe's largest event for  
advancement professionals in:**

- Alumni Relations
- Communications
- Development/Fundraising
- Marketing and
- Public affairs and engagement

Choose from over **100 sessions**  
across **6 tracks** and exchange  
ideas with experts and peers from  
around the globe.

**Book by 6 June 2014  
to benefit from the early bird rate**

**Register online at  
[www.case.org/ceac2014](http://www.case.org/ceac2014)**

# Welcome

from the conference chair



## People, politics and a party!

**20 years of CASE Europe and 25 CASE Europe annual conferences.** For a quarter of a century the CASE Europe Annual Conference has been **the** meeting place for advancement professionals in educational institutions across the globe. Whether you are in alumni relations, communications, external relations, fundraising, marketing or all of these, this conference is about people, politics and practice...and a party!

Edinburgh will host this year's annual conference. A city steeped in history and culture with iconic landmarks, a world-famous festival, countless cultural opportunities and home to leading higher education institutions and schools.

The conference takes place on the eve of the Scottish independence referendum. There is no better place and no better time to discuss educational politics and policy. No better setting in which to explore the latest advancement trends with peers from institutions and schools from across Europe and beyond.

The CASE Europe Annual Conference provides you with the knowledge, connections and context you need to enable you to do your job better. This year we will be looking at a range of topics including: big data; crowdfunding; reputation and rankings; soft power and alumni influence; technology; being personally effective and persuasive; leadership personality styles and much more. Join peers to discuss and debate cutting edge thinking in educational advancement and policy, network with colleagues, and reflect on new ways of working.

In 2014 the conference is more ambitious and more international than ever. Our practitioner planning committee, representing six nationalities, has developed a dynamic programme that responds to the changes and challenges in our sector.

Last year more than 900 participants from over 30 countries attended the conference – making it the largest event for advancement professionals in Europe. Sessions will be delivered by world renowned speakers from Australia, Czech Republic, Finland, France, Italy, Latvia, Spain, Switzerland, The Netherlands, USA and the UK, sharing their experiences and openly exchanging ideas. This conference will provide you with a unique learning experience that will feel like a party. You will leave energised and full of ideas to take back to your institution or school.

I look forward to seeing you in Edinburgh!

### **Maarten Vervaat**

*Director of Development and Alumni Relations  
Utrecht University, The Netherlands*

*Chair, CASE Europe Annual Conference 2014*

[www.case.org/ceac2014](http://www.case.org/ceac2014)  
@CASE\_Europe #ceac14  
Email: [Europe@case.org](mailto:Europe@case.org)

# Conference Planning Committee

The CASE Europe Annual Conference is a practitioner-led event designed and delivered by your peers and colleagues.



## Conference Chair

### **Maarten Vervaat**

*Director of Development and Alumni Relations, Utrecht University, The Netherlands*



## Marketing

### **Rachel Sandison**

*Director of Recruitment & International, University of Glasgow, UK*



## Alumni Relations

### **John Arboleda**

*NOYO Global Engagement and former Director of International Affairs, Esade Business School, Spain*



### **Chris Watts**

*Director of Marketing & Student Recruitment, York St John University, UK*



### **Sandra Rincon**

*Director of International Alumni Relations, Tilburg University, The Netherlands*



## Schools

### **Elizabeth Allen**

*Director of Online Communications, American School in London, UK*



## Communications

### **Pamela Agar**

*Head of Digital and Creative Media, Imperial College London, UK*



### **Suzanne Grime**

*Development Manager, Erskine Stewart's Melville Schools, Edinburgh, UK*



### **Kirsti Lehmusto**

*Director of Communications and Community Relations, University of Helsinki, Finland*



## Pre-conference

### **Karen Cairney**

*Director of International, Development & External Affairs, Edinburgh Napier University, UK*



## Fundraising

### **Barbara de Colombe**

*Executive Director, HEC School of Management Foundation, France*



### **Kirsty MacDonald**

*Executive Director, Development & Alumni Engagement, University of Edinburgh, UK*

## Pre-Conference

### 25-26 August 2014

International delegates, newcomers and regular conference attendees are welcome to join us at the pre-conference. Attend 24 hours before the main conference to participate in a range of sessions including: ask the leaders panel session and advancement leadership styles delivered by speakers from across all the disciplines. You will have the opportunity to interact in small groups and in addition we will host a speed networking session to help you meet new colleagues just before the main conference starts!



It was great to start into the conference week in a “small” group of 40 people instead of 900. The content of the sessions were very interesting and the evening event was a great opportunity to network as well as the pre-conference itself.

At the pre-conference some members of the planning committee will be available to help you choose the most relevant sessions to attend.

### You will meet:

#### **Karen Cairney**

*Director of International Development & External Affairs  
Edinburgh Napier University*

#### **Kate Hunter**

*Executive Director  
CASE Europe*

#### **Amir Pasic**

*Vice President for International Operations CASE*

Informal activities and dinner at the *The Caves* is included to make sure you maximise networking opportunities.

**Register online at [www.case.org/ceac2014](http://www.case.org/ceac2014)**

## Main Conference

### Opening plenary 26 August

#### **Steve Martin**

*Columnist & Director,  
Influence at Work and co-author of the  
international bestseller *Yes! 50 Secrets  
from the Science of Persuasion**

### Closing plenary 28 August

#### **Randall Peterson**

*Professor of Organisational Behaviour,  
London Business School: Your  
advancement leadership style*

## Special networking events

Network with old colleagues, meet fellow participants and speakers and make new contacts at the CASE Europe Annual Conference 2014. We have a number of exciting and inspiring events for you to take part in:

### **Welcome drinks reception: 26 August – The National Museum of Scotland**

### **Breakfast roundtables: 27, 28 August**

Take part in one of these informal sessions, where you can discuss current topics in the profession.

### **Exhibition: 26 – 28 August**

See some of the best products and services available and talk to expert suppliers about your needs. Join exhibitors for an informal drinks reception after the conference on Wednesday 27 August.

### **Literature exchange and jobs board**

Bring your publications along to the Literature Exchange table to exchange ideas and get inspiration for new concepts. Or check out the jobs board to help with your next career move!

### **Gala dinner: 28 August – Edinburgh International Conference Centre**

Relax and enjoy yourself after an intense week of learning at the final highlight of the week – featuring a Céilidh!

## Destination: Edinburgh

With more than 900 delegates from over 30 countries descending on the city, Edinburgh will play host to CASE Europe's largest advancement conference. Join your colleagues amidst a dynamic and exciting European landscape. Edinburgh is a beautiful city with lots to do and see. There are many festivals taking place, so why not tag on a trip to Edinburgh before the conference to check out the Edinburgh Fringe Festival or the Edinburgh International Festival. The city also boasts some of the best restaurants, bars, shops, galleries and museums. With so many highlights it really is the perfect destination for our international event.

### **Getting there is easy!**

**The Edinburgh International Conference Centre (EICC), The Exchange Edinburgh, EH3 8EE, Scotland T: +44(0)131 300 3000**

**By train:** The closest station is Edinburgh Haymarket, a five minute walk from the EICC. Edinburgh Waverley is the main station, a short ten minute taxi ride away.

**By plane:** Edinburgh International Airport is 10km away from the venue, from here you can take a frequently run Airlink 100 bus to the city centre (£3.50), stopping at Haymarket station. Taxis from the airport cost approximately £15.

**For more information please visit  
[www.case.org/ceac2014](http://www.case.org/ceac2014)**

Thanks to the following sponsors for their generous support:



## Important information

### Key dates

#### 6 June

Early bird deadline

#### 14 July

Accommodation booking deadline

#### Mid August

Final confirmation sent to delegates

#### 25–26 August

Pre-conference

#### 26–27 August

Schools programme

Closing with a drinks reception on Wednesday

27 August

#### 26–28 August

Main conference

Closing with a gala dinner on Thursday 28 August

### Registration information

	Early bird rate (by 6 June 2014)	Standard rate (from 7 June 2014)
<b>Main conference</b> 26 – 29 August		
Member	£650	£680
Non-member	£940	£985
Commercial company		£1360
Educational partners	£650	£680
Sponsors/Exhibitors		£985
<b>Pre-conference</b> 25 August Member and non-member rate	£225	£225
<b>Schools programme</b> 26 – 27 August		
Member	£295	£325
Non-member	£395	£425
Accommodation at Edinburgh Napier University		£65 per night

Details are correct at the time of printing. CASE Europe reserves the right to amend details without notice. March 2014.

### Conference pricing options

- **Book by 6 June to enjoy the early bird rate**
- There is also a discount of £10 per delegate when you register **three or more delegates** from the same institution at the same time.
- Members enjoy a large saving on CASE Europe events, including the annual conference.  
**Become a member today:**  
[www.case.org/Membership](http://www.case.org/Membership)

### New for 2014

This year there are two accommodation options available to delegates attending the CASE Europe Annual Conference 2014.

#### Edinburgh Napier University – brand new city centre suites

Delegates can choose to stay in newly built en suite flats at Edinburgh Napier University that are walking distance to the conference venue. Rooms are single occupancy and are available for just £65 per room, per night.

You can book your accommodation for Edinburgh Napier University through our website  
[www.case.org/ceac2014](http://www.case.org/ceac2014)

#### Hotel Accommodation

Alternatively, if you would like to stay at a hotel, we have secured preferential rates with a number of local Edinburgh hotels through Marketing Edinburgh Convention Bureau. Hotel rooms are available from £98 per night upwards and fully serviced apartments from £75 per night. To secure a hotel room visit the free accommodation booking website before 14 July 2014.

Follow us on **Twitter @CASE\_Europe** using **#CEAC14** and join our LinkedIn group to start networking in advance.

#### Contact us

CASE Europe, 3rd Floor, Paxton House  
30 Artillery Lane, London E1 7LS

**T:** +44 (0)20 7448 9940

**E:** [europe@case.org](mailto:europe@case.org)

Register online today at [www.case.org/ceac2014](http://www.case.org/ceac2014)  
email: [europe@case.org](mailto:europe@case.org)  
or call: +44 (0)20 7448 9940.

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## Schools

The schools programme runs between 26–27 August and is part of the CASE Europe Annual Conference. Participants in these sessions are welcome to join the concurrent sessions in the main conference.



**Lively speaker,  
friendly and  
approachable.  
Good to hear him  
being so open  
about the school's  
successes  
and failures.**

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### Track plenary

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#### Interactive leadership panel discussion

**Elizabeth Cairncross**  
*Head, Wells Cathedral  
School, UK*

**Michaelene Stack**  
*Director of Development,  
International School of  
Geneva, Switzerland*

**Joëlle du Lac**  
*Director of Advancement,  
Aiglon College, Switzerland*

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#### Transforming your direct marketing programme

**Adrian Salmon**  
*Footsteps Fund Manager,  
University of Leeds, UK*

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#### How to find frogs and get them to kiss you – the art of donor engagement

**Murray Lindo**  
*Director of School  
Development, Tonbridge  
School, UK*

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#### Alumni relations: a CASE study

**Nick Pettingale**  
*Director of External Relations,  
Ellesmere College, UK*

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#### Legacies: a panel discussion

**Matthew Dear**  
*Director of Development,  
The Oundle Society,  
Oundle School, UK*

**Nick Pettingale**  
*Director of External Relations,  
Ellesmere College, UK*

**Richard Radcliffe**  
*Founder, Radcliffe Consulting, UK*

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#### Major donors: a panel discussion

**Katherine Moore**  
*Development Director,  
Kingston Grammar School, UK*

**Lucie Kennedy**  
*Director of Marketing  
and Development,  
Chetham's School of Music, UK*

**Glen Fendley**  
*Director of Development,  
Girls' Day School Trust  
(GDST), UK*



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## Alumni Relations

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### Track plenary

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#### **Alumni relations and advancement's future: three questions**

**Andy Shaindlin**

*Associate Vice President for Advancement, Alumni Relations and Annual Giving, Carnegie Mellon University, USA*

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#### **Forget alumni engagement: how do I engage internal stakeholders? Breaking silos and building an interactive engagement strategy that supports your institution**

**John Arboleda**

*NOYO Global Engagement and former Director of International Alumni Affairs, ESADE Business School, Spain*

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#### **Global trends in higher education: why your institution needs its alumni**

**Nik Miller**

*Head of Corporate Relations, University of York, UK*

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#### **LinkedIn – a holistic approach: different ways it is being used**

**Charles Hardy**

*Higher Education Evangelist, LinkedIn, USA*

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#### **Public/private sector collaboration via alumni relations**

**Sandra Rincon**

*Director of International Alumni Relations, Tilburg University, The Netherlands*

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#### **Future trends: enhancing alumni engagement through crowdfunding efforts**

**Jason Simon**

*Vice President and Partner, SimpsonScarborough, USA*

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#### **Young alumni network: you CAN have your cake AND eat it too!**

**Marte Otter**

*Student and Young Alumni Officer, University of Utrecht, The Netherlands*

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#### **Student engagement (alumni in training): 5–7 best practices from around the globe**

**Pamela DuPont**

*Alumni Officer, Tilburg University, The Netherlands*

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**Alexandra Broekema,**  
*International Alumni Manager, University of Reading, UK*



**Inspirational, vast experience in alumni relations and able to pass a huge amount of knowledge on. Very impressed.**

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# Communications

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## Track plenary

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### How can universities contribute to the growing blogosphere?

Jane Tinkler

Research Fellow, London School of Economics, UK

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### How did the Higgs boson become a rock star

Arnaud Marsollier

Head of Press Office, The European Organization for Nuclear Research (CERN), Switzerland

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Rob Tomlison

Head of Media & Communications, Deputy Director Communications and Marketing, University of Edinburgh, UK

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### Great images don't happen by chance

Beth Elzer

Creative Director, Imperial College London, UK

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### Universally challenged: how to engage academics and senior managers in your communications activities

Charles Elder

Media Relations Manager, University of Southampton, UK

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### The power of print: why magazines matter

Guy Collender

Communications Manager, Birkbeck, University of London, UK

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Natasha Martineau

Head of Research Communications, Imperial College London, UK

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Nancy Bazilchuk

Journalist and English Editor, Norwegian University of Science and Technology, Norway

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### Using humour in higher education

Tracy Playle

Director and Communications Strategist, Pickle Jar Communications, UK

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### Do universities need friends in high places?

Alex Miles

Senior Public Affairs and Policy Adviser, University of Warwick, UK

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Charlie Jefferey

Vice Principal for Public Policy and Impact for Edinburgh, University of Edinburgh, UK

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Alistair Jarvis

Director of Communications and External Relations, Universities UK, UK

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### The changing role of a press office: The rise of multimedia news

Amy Cory

Multimedia News Officer, University of Leicester, UK

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### Staying social in a crisis: Harnessing digital platforms to aid emergency comms

Ben Goodwin

Digital Marketing and Communications Officer, University of Birmingham, UK

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A really valuable session about how to manage effective communications in a crisis and the top tips at the end were brilliant.



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# Fundraising

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## Track plenary

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### Philanthropy in education: different perspectives from an individual donor, corporate and foundation

**Lady Susan Rice CBE**

*Managing Director, Lloyds Banking Group Scotland, UK*

**Godefroy Beauvallet**

*Head, AXA Research Fund, France*

### Fly on the wall: major gift fundraisers in face-to-face situations

**Angharad Milenkovic**

*Head of Leadership and Legacy Giving, University College London, UK*

### Major gifts 101

**Fiona Duffy**

*Fellow and Director of Development, Murray Edwards College, University of Cambridge, UK*

### Giving across cultures: understanding the power of your full community

**Krista Slade**

*Director of Advancement, Rhodes Trust Oxford, UK*

**Joëlle du Lac**

*Director of Advancement, Aiglon College, Switzerland*

**Shelley Nason**

*Director - Resource Development Europe, Aga Khan University, Pakistan*

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### Small data, big results

**Raimonds Kulbergs**

*Campaign Development, Alumni Association of Stockholm School of Economics in Riga, Latvia*

**Kristaps Silins**

*Campaign Development, Alumni Association of Stockholm School of Economics in Riga, Latvia*

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### A campaigns primer: how, when and why?

**Lori Houlihan**

*Director of Development and Alumni Relations, University College London, UK*

**Barbara de Colombe**

*Executive Director, HEC School of Management Foundation, France*

**Jo Agnew**

*Director of Development, University of Western Australia, Australia*

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### Why fundraising is like dating

**Mark Curtis**

*Director of Development, New College, University of Oxford, UK*

**Kirsty MacDonald**

*Executive Director, Development and Alumni Engagement, University of Edinburgh, UK*

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### Everything you wanted to know about legacies

**Mairi Rosko**

*Director of Regular and Legacy Giving, University of Edinburgh, UK*

**Karen Hart**

*Legacy Manager, Open University, UK*

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### Fundraising partnership with the state and other stakeholders

**Chloe Kippen**

*Director of Principal and Major Gifts, University of Edinburgh, UK*

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### Managing up: how to work with your institutional leadership

**Liesl Elder**

*Director of Development, University of Oxford, UK*

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### Should we set up an office overseas?

**Joanna Storrar**

*Executive Director North America, University of Edinburgh, UK*

**Fran Shepherd**

*Vice-President International, University of Glasgow, UK*

**Mike Morse**

*Director of Foundation Relations, University of Oxford, North America Office, USA*

**Nick Sparrow**

*Director, Trinity College Dublin Foundation, Ireland*

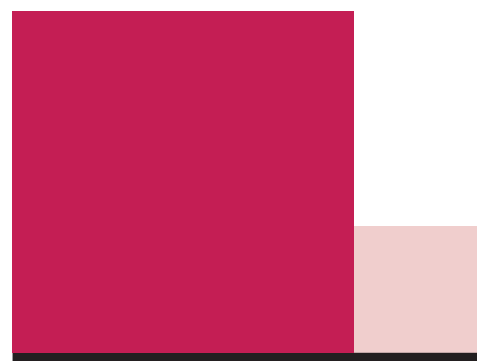
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### Dragon's Den for foundation proposals

**Paul Ramsbottom**

*Chief Executive, Wolfson Foundation, UK*

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# Marketing

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## Track plenary

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### When things fall apart: building and sustaining a distinctive university brand

**Jason Simon**

*Vice President and Partner, SimpsonScarborough, USA*

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### How marketers can solve the problems of the world (well higher education anyway)

**Tricia King**

*Pro-Vice-Master for Student Experience and Director of External Relations, Birkbeck, University of London, UK*

**Jonah Duffin**

*Head of Marketing and Recruitment (Home and International), Birkbeck, University of London, UK*

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### Using social media for international student recruitment

**Tom Wright**

*Digital Engagement Manager, The University of Nottingham, UK*

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### Putting the user into your university website

**Beth Leese**

*Publications and Corporate Identity Manager, University of Brighton, UK*

**Stuart Elliot**

*Web Development Officer, University of Brighton, UK*

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### Marketing effectiveness in higher education

**Chris Chapleo**

*Senior Lecturer in Marketing, The Business School, University of Bournemouth, UK*

**Peter Reader**

*Director of Marketing and Communications, University of Portsmouth, UK*

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### Going higher and further with Glasgow's brand: a case study in collaborative destination marketing

**Tom Rice**

*Head of Marketing and Communications, Glasgow City Marketing Bureau, UK*

**Rachel Sandison**

*Director of Recruitment and International, University of Glasgow, UK*

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### Lessons from the private sector - the highs and lows of introducing business arena thinking into the higher education ivory tower

**Martyn Edwards**

*Assistant Director, The International Office, University of Nottingham, UK*

**Nanda Haverkamp**

*Head of Marketing, Utrecht University, The Netherlands*

**Monique Merckx**

*Head of Student Recruitment, Maastricht University, Germany*

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### Working with your research community

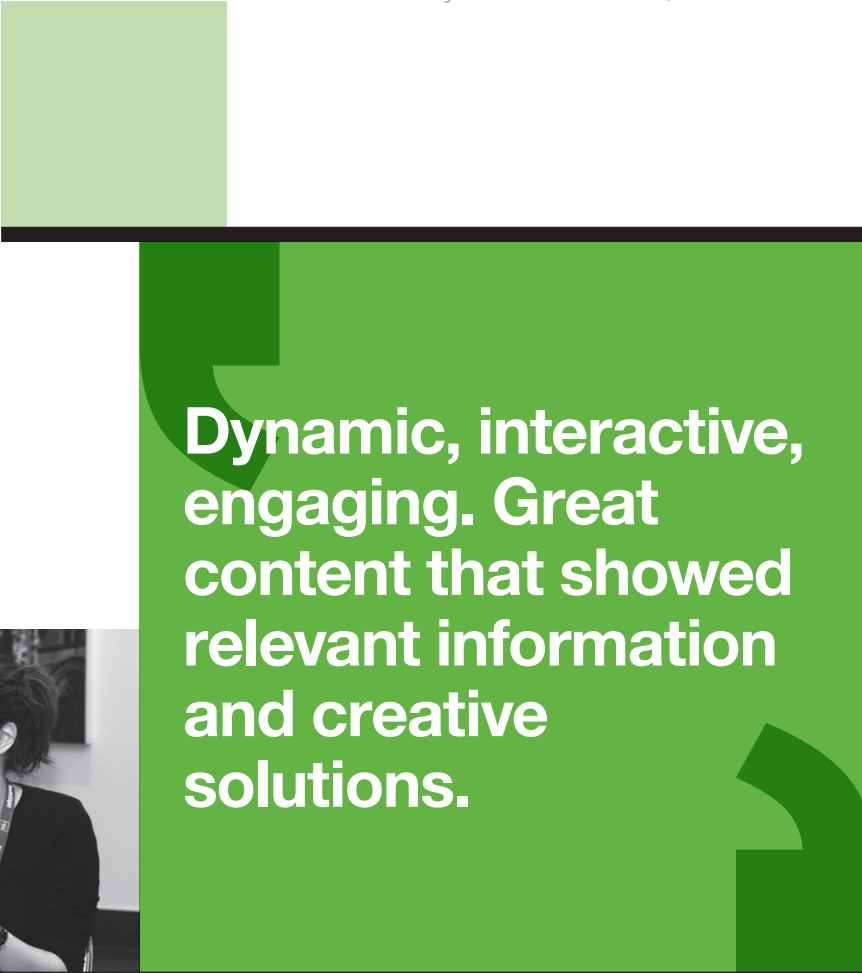
**Josie Ellis**

*Senior Marketing Officer, University of Huddersfield, UK*

**Megan Beech**

*Research Copywriter, University of Huddersfield, UK*

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**Dynamic, interactive, engaging. Great content that showed relevant information and creative solutions.**



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## Strategy

### **Richer lives: why rich people give**

Theresa Lloyd

*Author, Philanthropy Expert  
and Consultant, Theresa Lloyd  
Associates, UK*

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### **Can philanthropy be taught and learned?**

Charles Keidan

*Philanthropy Practice Fellow,  
Centre for Giving and  
Philanthropy, City University  
and Visiting Scholar, Centre on  
Philanthropy and Civil Society,  
Stanford University, USA*

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### **The rankings debate**

Phil Baty

*Editor, Times Higher Education  
Rankings and Editor at Large,  
Times Higher Education, UK*

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### **Soft power: using alumni for institutional and national influence**

Amir Pasic

*Vice President of International  
Operations, CASE, USA*

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### **Leadership and management – what’s the difference, how do you manage the transition**

Tracey Lancaster

*Director of Corporate Affairs,  
Sheffield Hallam University, UK*

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### **International students – changing your culture on campus**

Professor Peter Slee

*Deputy Vice Chancellor,  
University of Huddersfield, UK*

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Professor Dave Taylor

*Pro-Vice-Chancellor,  
International, University of  
Huddersfield, UK*

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### **Happiness in the workplace**

Henry Stewart

*Chief Executive, Happy Ltd*

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### **The golden thread – pulling advancement together for the student journey**

Tricia King

*Pro-Vice-Master for Student  
Experience and Director of  
External Relations, Birkbeck,  
University of London, UK*

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**I really enjoyed  
this session for  
the opportunity to  
anticipate challenges  
and opportunities  
the advancement  
profession will face  
in coming years.**