

# Building B-Schools Symposium: Development Agenda

**Location: Rainmaker Ballroom A – Level 1**

## Monday, November 2

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<b>Registration/Information</b> (Location: Rainmaker Foyer - Level 1)	3:30pm-6:30pm
<b>Welcome Reception and Networking</b> (Location: Courtyard Restaurant – Ground Floor)	5:00pm-6:00pm

## Tuesday, November 3

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<b>Registration/Information</b> (Location: Rainmaker Foyer - Level 1)	7:00am-5:00pm
<b>Continental Breakfast and Networking</b> (Location: Material Exhibition Room – Rainmaker Ballroom C)	7:00am-8:00am
<b>Introductory Session:</b> <ul style="list-style-type: none"><li>- Who is in the room?<ul style="list-style-type: none"><li>o <i>Prior to the event, participants will be sent a brief survey to share information such as school size, department budget, scope of work, and which topics are of the highest relevance to their position and institution. Attendees also will be asked to share bios and contact info, which will be included in symposium materials to facilitate networking beyond the event.</i></li></ul></li><li>- Review of Symposium Curriculum<ul style="list-style-type: none"><li>• Development Management</li><li>• Fundraising trends and concepts</li><li>• Professional Development</li></ul></li></ul>	8:00am-8:30am

<p><b>Session Discussion Topics: Development Management</b></p> <ul style="list-style-type: none"> <li>- Infrastructure / Organizational charts – <i>Open discussion and sharing</i></li> <li>- Personnel Management – <i>Peer example and trend discussion</i></li> <li>- Development office metrics – <i>Small breakout session discussion with peer institutions</i></li> <li>- Collaborative development – <i>Who is helping us get the job done? - Open discussion</i></li> <li>- Idea Management for Fundraising Opportunities</li> <li>- Managing Tight Budgets - <i>Open discussion and small breakout session discussion with peer institutions</i></li> </ul>	8:30am-10:30am
<p><b>Refreshment Break and Networking</b> (Location: Material Exhibition Room – Rainmaker Ballroom C)</p>	10:30am-11:00am
<p><b><i>All in the Family: Fund-Raising and Communications</i></b></p> <p>In this session Gibson will talk about some of the reasons for the historic tensions between development and communications and how to put them behind you—so you can better serve your constituents and advance the interests of your institutions.</p> <p>Speaker: <b>David Gibson</b>, Director of Communications for Development, Dartmouth College</p>	11:00am-12:30pm
<p><b>Luncheon</b></p>	12:30pm-1:30pm
<p><b><i>With All Due Respect: Hands-on Critiques</i></b></p> <p>Bring samples of your fund-raising communications work—annual fund appeals, philanthropy reports, brochures, whatever you like—and get on-the-spot critiques from a seasoned communications director. The goal: rapid-fire appraisals to give you plenty to think about when you tackle your next project.</p> <p>Speaker: <b>David Gibson</b>, Director of Communications for Development, Dartmouth College</p>	1:30pm-3:00pm
<p><b>Refreshment Break and Networking</b> (Location: Material Exhibition Room – Rainmaker Ballroom C)</p>	3:00pm-3:30pm
<p><b>Session Discussion Topics: Fundraising</b></p> <ul style="list-style-type: none"> <li>- Metrics - <i>Small breakout session discussion with peer institutions</i></li> <li>- Proposals – <i>Open sharing of language and examples provided by participants</i></li> <li>- Innovative Programs and Trends – <i>Peer examples</i></li> <li>- Stewardship - <i>Small breakout session discussion with peer institutions</i></li> </ul>	3:30pm-5:00pm
<p><b>Informal Networking Dine-Around *</b></p> <p>There will be tables reserved at several local restaurants within a short distance to the hotel. Restaurant details and sign-up sheets will be available at the conference registration desk.</p> <p><i>*(Cost of meal is the responsibility of the individual.)</i></p>	6:00pm-8:00pm

# Wednesday, November 4

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<b>Registration/Information</b> (Location: Rainmaker Foyer - <i>Level 1</i> )	7:00am-1:30pm
<b>Continental Breakfast and Networking</b> (Location: Material Exhibition Room – Rainmaker Ballroom C)	7:00am-8:00am
<b>Session Discussion Topics: Strategies for Implementing New Ideas</b> <ul style="list-style-type: none"><li>- Determining the stakeholders for new ideas and programs (Internal and external)</li><li>- Value of the white paper – <i>Open discussion and sharing of examples</i></li><li>- Challenges and barriers to implementing new ideas</li></ul>	8:00am-10:00am
<b>Refreshment Break and Networking</b> (Location: Material Exhibition Room – Rainmaker Ballroom C)	10:00am-10:30am
<b>Session Discussion Topics: Professional Development – <i>Open discussion</i></b> <ul style="list-style-type: none"><li>- Managing your Shop or Managing your Manager</li><li>- Resources available</li><li>- Careers in Advancement / Career planning</li><li>- Professional Development Opportunities</li></ul>	10:30am-12:00pm
<b>Wrap-up and Overview</b>	12:00pm-12:30pm
<b>Luncheon and Networking</b>	12:30pm-1:30pm