



Wednesday 6 September 2017

6.45-7.30am	Tai Chi in the Park Roma Street Park, Cnr of Wickham Terrace		
8.30am-8.50am	Introduction and Welcome Belinda Robinson Chief Executive, Universities Australia		
	Acknowledgement of Country Aunty Valda Coolwell Aunty Valda Coolwell, Goorang Goorang Woman		
8.50am-9.00am	Official Conference Welcome Professor Margaret Gardner AO Chair Universities Australia		
9.00am-10.00am	PLENARY SPEAKER Jack Thompson AM Iconic Australian actor, storyteller and founder of the Jack Thompson Foundation CHAIR Misha Schubert Director, Strategic Communications, Universities Australia		GRAND BALLROOM
10.00am-10.45am	PLENARY: HOW MARKETING INFLUENCES PHILANTHROPIC DECISION MAKING SPEAKER Andrew Baxter Chief Executive Officer, Publicis Worldwide Australia and Chairman of Publicis Communications CHAIR Cassandra Webeck Chief Operating Officer, Universities Australia		GRAND BALLROOM
10.45am	MORNING TEA First Floor Terrace		
11.15am-12.00pm	CONCURRENT STREAMS A-C		
	STREAM A/B	Chancellor 2&3 and 4&5	STREAM C
	Made Possible by Melbourne—the strategy and execution behind this award-winning campaign SPEAKER Katrina Smith Senior Campaign Marketing Manager, Engagement, The University of Melbourne Chamari Kariyakaranage Strategic Planner, McCann Melbourne CHAIR Janne Rayner Director, Media and Communication, Queensland University of Technology		The bequest—often the biggest realised gift, but typically the most neglected in the fundraising portfolio SPEAKER Ruth O’Hanlon Head of Development, SOAS University of London CHAIR Gillian French Director, Development & Alumni, Griffith University
12.00pm-12.45pm	CONCURRENT STREAMS D-F		
	STREAM D	STREAM E	STREAM F
	CRMs: Everything you ever wanted to know about getting a CRM that works for you and helps achieve your recruitment targets SPEAKERS Catherine Cherry Customer Experience Manager, University of Adelaide Andrew James Associate Director, Digital Marketing Strategy, The University of Melbourne CHAIR Marian Theobald Director, Marketing and Communications, The University of Sydney	Video and virtual reality, Facebook and fake news: What the big digital trends mean for university news SPEAKER Kirsten Andrews Head of Media and Government Relations, The University of Sydney CHAIR Greg Welsh Deputy Director, Strategic Communications, University of Technology Sydney	Social media: The tools, strategies around alumni relations and donor engagement SPEAKER Julia Scott Director, Media and Communications, Swinburne University of Technology Michelle Macgregor Owen Director, University Advancement, Swinburne University of Technology CHAIR Cassandra Webeck Chief Operating Officer, Universities Australia
12.45pm	LUNCH Frescoes Terrace and Pre-Function Lobby		

1.00pm -
1.45pm

LUNCH TIME SESSION IN THE GRAND BALLROOM

The GC2018-Griffith University Partnership

SPEAKERS

Lara McKay General Manager, Communications and Marketing, Gold Coast 2018 Commonwealth Games Corporation

Phillip Stork Director, Marketing and Communications, Griffith University

CHAIR

Peta Maddock Director, Brand and Marketing, University of Western Australia

1.45pm-
2.30pm

CONCURRENT STREAMS G-I

STREAM G	Chancellor 1&6	STREAM H	Chancellor 2&3	STREAM I	Chancellor 4&5
<p>Achieving diversity through clever recruitment marketing</p> <p>SPEAKERS Glenn McPhee Director, Recruiting Services, Defence Force Recruiting Leanne Hayter General Manager, Attraction, Defence Force Recruiting</p> <p>CHAIR Shannon Holborn, Deputy Director Marketing and Communications, The University of Queensland</p>		<p>Getting ahead of issues: practical tips for communications teams</p> <p>SPEAKERS Julia Scott Director, Media and Communications, Swinburne University of Technology Karen Ashford Director, Media and Communications, Flinders University David Ellis Media and Communications Officer, External Relations, The University of Adelaide James Grubel Strategic Communications Manager, The Australian National University</p> <p>CHAIR Phillip Stork Director, Office of Marketing and Communications, Griffith University</p>		<p>Structures and Models and Metrics, Oh My!</p> <p>SPEAKER James Allan Director, Alumni and Stakeholder Relations, The University of Melbourne</p> <p>CHAIR Russell Ousley Director, Development Office, University of the Sunshine Coast</p>	

2.30pm-
3.15pm

CONCURRENT STREAMS J-L

STREAM J	Chancellor 2&3	STREAM K	Grand Ballroom	STREAM L	Chancellor 1&6
<p>Forget the cost, show me the value</p> <p>SPEAKER Tim Winkler CEO, Twig Marketing</p> <p>CHAIR Michèle Nardelli Associate Director, News and Communications, University of South Australia</p>		<p>Social and digital media strategy</p> <p>SPEAKER Tom Miller Digital Marketing Strategist, Office of Communication and Engagement, Flinders University</p> <p>CHAIR Helen Nolan Executive Director, Marketing and Student Attraction, University of Southern Queensland</p>		<p>The dance of donor engagement and recognition - creative and meaningful ways to say thank you</p> <p>SPEAKERS Felicity Mandile Education and Engagement Director, Queensland Ballet Georgina Anthonisz Director, Development, Queensland Ballet</p> <p>CHAIR Cameron Pegg Executive Officer, Griffith University</p>	

3.15pm AFTERNOON TEA

Frescoes Terrace and Pre-Function Lobby

3.30pm-
5.00pm

PLENARY: BUILDING CURRICULUM AT THE ALDA CENTER— Best practices for working with scientists and getting them to be engaging

SPEAKER

Dr Christine O’Connell Associate Director, Alan Alda Center for Communicating Science, Stony Brook University

CHAIR

Callista Thillou Executive Director, Office of Communication and Engagement, Flinders University

GRAND BALLROOM

5.15pm **SHUTTLE BUS** From The Hotel Grand Chancellor to QUT Precinct

5.30pm-
7.45pm

WELCOME FUNCTION

QUT, Queensland University of Technology, Lady Bowen Lawn, Old Government House

6.45pm **Welcome to QUT Janne Rayner** Director, QUT Marketing and Communication

6.50pm **SPEAKER Professor Aidan Byrne** Provost, University of Queensland and former Chief Executive Officer, Australian Research Council

7.00pm **Tour of The Cube**

7.45pm **SHUTTLE BUS** From QUT precinct to The Hotel Grand Chancellor

Thursday 7 September 2017

7.00am	BREAKFAST SERVICE											
7.15am-8.10am	BREAKFAST PANEL: CUTTING THROUGH THE CLAMOUR: How to be heard in our time SPEAKERS Peta Credlin SKY NEWS Anchor and Political Contributor, News Corp National Columnist Dee Madigan Creative Director, Campaign Edge, author and political commentator IN CONVERSATION WITH Misha Schubert Director, Strategic Communications, Universities Australia			GRAND BALLROOM								
8.10am-9.00am	THE NETWORKING HOUR (IN 50 MINUTES) A structured opportunity to grab a coffee and meet as many other conference delegates as possible in the Frescos Terrace and Pre-Function Lobby											
9.00am-9.15am	Welcome Day 2 Belinda Robinson Chief Executive, Universities Australia											
9.15am-10.00am	PLENARY: EXCELLENCE AND EQUITY: Insights on building new audiences—how the AFL Women’s brand was created from scratch SPEAKER Tanya Hosch General Manager, Inclusion and Social Policy, Australian Football League CHAIR Misha Schubert Director, Strategic Communications, Universities Australia			GRAND BALLROOM								
10.00am-10.45am	PLENARY: ALIGNING MISSION, BRAND, TALENT AND CONTENT IN TRULY TRANSFORMATIVE UNIVERSITY CAMPAIGNS SPEAKERS Angelo Kourtis Vice-President (People and Advancement), Western Sydney University Scott Christensen Director, Content, Design and Corporate Communications, Western Sydney University CHAIR Richard Davis Head of Media and Communications, James Cook University			GRAND BALLROOM								
10.45am	MORNING TEA Frescoes Terrace and Pre-Function Lobby											
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1.00pm-2.30pm **UAMCD AWARDS LUNCH IN THE GRAND BALLROOM**

AWARDS FACILITATOR
Belinda Robinson Chief Executive, Universities Australia

2.45pm-3.25pm **CONCURRENT STREAMS S-U**

STREAM S Chancellor 1&6	STREAM T Chancellor 4&5	STREAM U Chancellor 2&3
<p>UQ Young Achievers Program</p> <p>SPEAKER Steve Forster Acting Director, Office of Prospective Students and Student Equity, The University of Queensland</p> <p>CHAIR Claudia Doman Media & Communications Manager, University of Canberra</p>	<p>Integration—the critical alignment and consistency of messages</p> <p>SPEAKER Tricia King Vice-President, Global Engagement, Council for Advancement and Support of Education</p> <p>CHAIR Cassandra Webeck Chief Operating Officer, Universities Australia</p>	<p>Are you really ready? How to prepare your university for a fundraising campaign</p> <p>SPEAKERS Nick Jaffer President & CEO, Asia Pacific, Global Philanthropic Sue Birch Director, Advancement Services, The University of Queensland</p> <p>CHAIR Russell Ousley Director, Development Office, University of the Sunshine Coast</p>

3.25pm-4.05pm **CONCURRENT STREAMS V-X**

STREAM V Chancellor 4&5	STREAM W Chancellor 1&6	STREAM X Chancellor 2&3
<p>From challenger to market leader—getting to 50% market share and beyond</p> <p>SPEAKER Ty Hayes Chief Marketing Officer, University Marketing, Curtin University</p> <p>CHAIR Jamie Leonard Director Marketing Strategy and Branding, Griffith University</p>	<p>Raising the profile of women in STEMM at the University of Sydney</p> <p>SPEAKER Julia Newton Head of Faculty Marketing and Communications, The University of Sydney Annie Fenwicke Athena SWAN Science Australia Gender Equity (SAGE) Project Manager Melissa Clarke Senior Officer, Marketing and Communications, The University of Sydney Business School</p> <p>CHAIR Terri Fellowes Public Relations Manager, Marketing and Communications, Bond University</p>	<p>Data analytics in fundraising: How does data analytics work for events and fundraising planning</p> <p>SPEAKER To be confirmed</p> <p>CHAIR Michelle Macgregor Owen Director, University Advancement, Swinburne University of Technology</p>

4.05pm **AFTERNOON TEA** Frescoes Terrace and Pre-Function Lobby

4.20pm-5.00pm **PLENARY: CONTENT MARKETING FOR ATTENTION IN A POST-DIGITAL ADVERTISING WORLD**

SPEAKERS
Matt Henry Former Head of Digital, National Rugby League

CHAIR
Justin Laing Senior Manager, Strategic Marketing and Communications, The University of Queensland

GRAND BALLROOM

5.00pm-5.05pm **REVIEW AND CLOSE**

Misha Schubert Director, Strategic Communications, Universities Australia