

**2013 AVAP Annual Conference Agenda**  
Hyatt Regency Chicago



**Sunday, July 21<sup>st</sup>, 2013, 6:00 – 8:00 pm**

- AVAP Social - Gino's East Sports Bar (521 S. Dearborn Street, Chicago)

**Monday, July 22<sup>nd</sup>, 2013 (Plaza Ballroom)**

7:00 – 7:30 am

- Breakfast and Registration

7:30 – 9:00 am

- Welcome and College TED Presentations
  - Purdue – Faculty Giving
  - WSU – Client Relations Position
  - Florida – End of the Campaign “Thank You”
  - Tufts – Major Gifts Working Together
  - Cornell – Changing the Way You Communicate

9:00 – 9:10 am

- Break

9:10 – 9:15 am

- Thanks to our Conference Sponsor - Dr. Kurt Venator, Nestle Purina Petcare Company

9:15 – 11:45 am

- Keynote – Jerry Panas “The Future Isn’t What It Use to Be” (Plaza Ballroom)

11:45 – 12:45 pm

- Lunch

12:45 – 1:10 pm

- Business Meeting (Plaza Ballroom)

1:10 – 1:20 pm

- Break

1:20 – 2:20 pm

- First Session of Round Table Topics
  - Alumni Relations: Transitioning Students to Alumni (Dark Green)
  - Annual Fund: Successful Annual Giving (Orange)
  - Corporations and Foundations: Successful Solicitations (Light Blue)
  - Cultivation: Mining for New Donors (Pink)
  - Leadership: Strategic Planning, Metrics and the Bottom Line (Gold)
  - Major Gifts: Travel Tips, Tricks and Donor Visits (Lime Green)
  - Marketing and Communications: Social Media (Purple)

2:20 – 2:30 pm

- Break

2:30 – 3:30 pm

- Second Session of Round Table Topics
  - Alumni Relations: Transitioning Students to Alumni (Dark Green)
  - Annual Fund: Successful Annual Giving (Orange)
  - Corporations and Foundations: Successful Solicitations (Light Blue)
  - Cultivation: Mining for New Donors (Pink)
  - Leadership: Strategic Planning, Metrics and the Bottom Line (Gold)
  - Major Gifts: Travel Tips, Tricks and Donor Visits (Lime Green)
  - Marketing and Communications: Crisis Communication
  - Marketing and Communications: Social Media (Purple)
  - Stewardship: Managing Important Relationships (Red)

3:30 – 3:45 pm

- Wrap up and Announcements (Plaza Ballroom)

## Tuesday, July 23rd, 2013

7:30 – 8:30am

- Breakfast (Plaza Ballroom)

8:30 – 8:45 am

- Welcome and Announcements (Plaza Ballroom)

8:45 – 10:00 am

- Track One: Getting Out the Door – Joe Tumolo (Plaza Ballroom)
- Track Two: Integrated and Inbound Marketing for Non-profits: A Case Study from the Lab of Ornithology – Sean Scanlon (Water Tower Room)
- Track Three: AAVMC and Strategic Communications – Jeff Douglas (Gold Coast Room)

10:00 – 10:10 am

- Break

10:10 – 11:10 am

- Third Session of Round Table Topics
  - Alumni Relations: Boards and Board Relations (Dark Green)
  - Alumni Relations: Fundraising Events (Red)
  - Cultivation: Client Relations (Pink)
  - Leadership: One Health Initiatives (Gold)
  - Major Gifts: Led by Joe Tumolo (Lime Green)
  - Major Gifts: Using National Conferences to Your Advantage (Orange)
  - Marketing and Communications: Communications Plans (Dark Blue)
  - Marketing and Communications: Led by Sean Scanlon (Purple)

11:10 – 11:20 am

- Break

11:20 – 12:20 pm

- Fourth Session of Round Table Topics
  - Alumni Relations: Boards and Board Relations (Dark Green)
  - Alumni Relations: Fundraising Events (Red)
  - Annual Fund: Direct Mail Solicitations (Orange)
  - Corporations and Foundations: AAVMC – Led by Jeff Douglas (Light Blue)
  - Cultivation: Client Relations (Pink)
  - Leadership: One Health Initiatives (Gold)
  - Major Gifts: Led by Joe Tumolo (Lime Green)
  - Marketing and Communications: Communications Plans (Dark Blue)
  - Marketing and Communications: Led by Sean Scanlon (Purple)

12:20 – 12:30 pm

- Wrap up and Adjournment (Plaza Ballroom)

### Meeting Room Locations:

- The Plaza Ballroom is located on the Green Level of the East Tower.
- The Water Tower and Gold Coast “Landmark Suites” are located on the Bronze Level of the West Tower.

