



## 2014 AVAP Annual Conference Achieving Peak Performance!

Hilton Fort Collins  
425 W Prospect Rd  
Fort Collins, CO 80526  
July 29-30, 2014

### Monday, July 28, 2014

7:00-9:00 pm - AVMA Alumni Receptions

[Colorado Convention Center](#)

Denver, CO

*Transportation will be offered as an option from Denver to Fort Collins on Monday evening.  
Details to follow.*

### Tuesday, July 29, 2014

8:15 am - 10:00 am – **Newcomer's Session**

*Ballroom*

This session is open to those new to AVAP, Vet Med Fundraising or advancement in general.

- Overview, Ethics, Opportunities, AVAP Fundamentals, Advancement nuts and bolts

8:30 am - 10:00 am – **Breakfast/Registration**

*Atrium*

(Breakfast will be served throughout the morning)

10:00 am - 11:15 am - **Welcome and Keynote**

*Ballroom*

- Welcome: Host City and Members of the AVAP Board
- Keynote: Mountain Climber; Crucial Communications for Survival and Success

11:15 am - 11:30 am – **Break**

11:30 am - 12:30 pm – **Dean Panel**

*Ballroom*

- Building Strong Relationships and Engagement with Advancement

12:30 pm - 1:30 pm – **Lunch and CVM's Best - TED Talks**

*Ballroom*

(Please contact Kelley Marchbanks if you are interested in presenting a TED Talk – 10 min high impact presentation about something your College/University does very well or differently)

1:30 pm – 2:15 pm – **Track Sessions**

*Breakout Rooms*

Speakers will present on a major top of interest for each group.

- Fundraising
- Alumni Relations
- Marketing and Communications



2:15 pm – 3:00 pm – **Track Discussion/Roundtables**

*Breakout Rooms*

How the topic presented might be implemented or utilized or challenges faced in each particular position (select the group that most accurately fits your role in your advancement team.)

- Fundraising
  - Major Gifts – Senior Management
  - Major Gifts – Director
  - Major Gifts – Associate
  - Annual Giving – Senior Management
  - Annual Giving – Staff
- Alumni Relations
  - Senior Management
  - Event Staff
- Marketing and Communications
  - Public Relations – College
  - Public Relations – College
  - Marketing – College
  - Marketing – VTH

3:00 pm - 3:15 pm – **Break**

3:15 pm - 4:15 pm – **Business Meeting**

*Ballroom*

4:15 pm - 5:00 pm – **Wrap up and Announcements –**

*Ballroom*

Takeaways Table will be set up. Please bring copies of information and ideas you would be willing to share with your colleagues.

6:00 pm - 8:30 pm – **AVAP Social**

*TBD*

(Transportation will be provided to and from the Hilton)

## Wednesday, July 30, 2014

7:30 am - 8:30 am – **Welcome/Announcements/Breakfast**

*Ballroom*

8:30 am – 10:00 am – **VTH Tours**

*Colorado State University College of Veterinary Medicine*

(Transportation will be provided to and from the Hilton)

10:00 am - 11:30 am – **Keynote: Campaign Communications**

*Ballroom*

11:30 am - 12:30 pm – **Lunch**

*Atrium*

12:30 pm - 1:15 pm – **Track Sessions**

*Breakout Rooms*

Speakers will present on a major top of interest for each group.

- Fundraising
- Alumni Relations
- Marketing and Communications



1:15 pm – 2:00 pm – **Track Discussion/Roundtables**

*Breakout Rooms*

How the topic presented might be implemented or utilized or challenges faced in each particular position (select the group that most accurately fits your role in your advancement team.)

- Fundraising
  - Major Gifts – Senior Management
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  - Senior Management
  - Event Staff
- Marketing and Communications
  - Public Relations – College
  - Public Relations – College
  - Marketing – College
  - Marketing – VTH

2:00 pm - 2:45 pm – **Wrap up and Adjournment**

*Ballroom*