



AVAP Advancement Expo Schedule

July 29 and 30, 2020

Place: Zoom

Time: 9:00 am to noon (PST)

Wednesday, July 29, 2020

Time	Topic	People/Description
8:30 – 9:00 am	Early birds	Enjoy a cup of coffee or an early lunch as you reconnect with colleagues and chat with others before the Expo begins.
9:00- 9:15 am	Welcome and Opening Comments	Joe Montgomery, AVAP President
9:20 10:20 am	“Reimagining Advancement”	Kathy Drucquer-Duff-KDD Philanthropy- Changing landscape requires advancement professionals to adapt quickly and develop new ideas and skills that they haven’t used before. Figuring out how to navigate this world is vital as donors still care and opportunities still exist.
10:25- 11:25 am	Five breakout sessions allow participants to learn from and exchange ideas with colleagues who share similar roles	<u>Facilitated discussions in zoom breakout rooms:</u> Alumni relations- How do we engage our alumni remotely? Gretchen Morgan- LSU Shannon Groves- UPenn Communications- Traditional communication platforms are changing. With these changes also come opportunities to understand not only what our supporters what to know but also how often and in what format. Derinda Blakeney- OK State Donor Relations- It is critical to rethink what a connected donor relationship feels and looks like, not only from our perspective but from a donors. Understanding this can help steward donors in a virtual world. Amy Kruzich- Iowa Fundraising- Kathy Drucquer-Duff- Moving Beyond How Are You?

		<p>Our profession has seen more change over the past few months than it has over the past few decades. We'll explore creative strategies for engagement, effective language and make compelling solicitations without our normal tools of interacting in-person.</p> <p>Grateful Clients- Getting to know our grateful clients during social distancing. Kay Glaser- WSU Lauren Craft- UMN</p>
11:30 to noon	Happy Hour/networking	Provides a format for informal conversation via Zoom

Thursday, July 30, 2020

Time	Topic	People/Description
8:30 – 9:00 am	Early birds	Enjoy a cup of coffee or an early lunch as you reconnect with colleagues and chat with others before the Expo begins.
9:05- 10 00 am	AVAP Business meeting AAVMC Excellence Awards	Joe Montgomery, AVAP President and Executive Committee
10:05-10:35 am	Changing Landscape in the Corporate World	Emily Cross, Purina How has COVID-19 impacted our business partners? What are their new pressures and priorities?
10:40- 11:40 am	Five breakout sessions allow participants to learn from and exchange ideas with colleagues who share similar roles	<p><u>Facilitated discussions in zoom breakouts:</u></p> <p>Alumni relations- With in person events no longer an option, how can you create engaging, and meaningful virtual or hybrid events? Tony Ballard- K-state Susan Xioufaridou- Purdue</p> <p>Communications- Rachel Sharkey, Senior Strategist- Ologie- Communication trends in the virtual world</p>

		<p>Donor Relations- We've successfully stewarded long distance donors, but how can we do the same in a time of social distancing? Janie Harmon- Missouri</p> <p>Fundraising- "How to keep your donor's head in the game" or Something about it's okay to keep asking for money despite the difficult times, but how do you approach this? Tracy Evans- LSU Clayton Forbes, LSU</p> <p>Grateful Clients- Grateful clients and communications- what are people saying in emails, publications, website ideas? Kelley Marchbanks, Advancement Resources</p>
11:45- noon	Closing message	Joe Montgomery, AVAP President
Noon- 12:30 pm	Happy Hour/networking	Provides a format for informal conversation via Zoom