



FINAL AGENDA

Day 1- Wednesday, July 29, 2020

All times are PACIFIC STANDARD TIME

8:30- 9:00 am- Check in early with a cup of coffee or an early lunch as you reconnect with colleagues and chat with others before the Expo begins.

9:00 am- Welcome and Opening Comments- Joe Montgomery, AVAP President

9:20- 10:20 am- Keynote Speaker Kathy Drucquer-Duff, KDD Philanthropy

Reimagining Advancement 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- Breakout sessions

Breakout 1- Alumni Relations, Making Lemonade out of Lemons

How are we engaging our alumni now and into the future? Join this session to discuss ways to reinvent and reinvigorate alumni relations as we move forward.

Gretchen Morgan- LSU, Shannon Groves- Penn Vet

Breakout 2- Communications, Communicating with Donors and Constituents: New Realities

Traditional communication platforms are changing. With these changes also come opportunities to understand not only what our supporters want to know but also how often and in what format.

Derinda Blakeney- OK State, Ashley Hesser- OK State

Breakout 3- Donor Relations

It is critical to rethink what a connected donor relationship feels and looks like, not only from our perspective but from a donor's. Understanding this can help steward donors in a virtual world.

Amy Kruzich- Iowa State, Marie Seddon- Michigan State

Breakout 4 –Fundraising, Moving Beyond How Are You?

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 compelling solicitations without our normal tools of interacting in-person.

Kathy Drucquer-Duff-KDD Philanthropy

Breakout 5- Grateful Clients, Focus on Gratitude

Using WHY we do it, to appeal to Grateful Clients.

Kay Glaser- WSU, Lauren Craft- UMN

11:30- noon- Zoom Happy Hour

Stay around a while and continue the conversations with your colleagues in this informal Zoom setting.

Day 2- Thursday, July 30, 2020

All times are PACIFIC STANDARD TIME

8:30- 9:00 am- Check in early with 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- AAVMC Excellence Awards- Jeff Douglas, AAVMC
AVAP Business Meeting- Joe Montgomery, AVAP President

10:05- 10:35 am- Keynote Speaker, Emily Cross, DVM, DABVP Purina Institute
Changing Landscape in the Corporate World

How has COVID-19 impacted our business partners? What are their new pressures and priorities?

10:40- 11:40 am- Breakout Sessions

Breakout 1- Alumni Relations, Engaging Alumni Virtually

Let's get together with a candid discussion of what you are planning for the fall semester. What is keeping you up at night about your upcoming events? Bring your questions and ideas and plan to share in this discussion based session.

Tony Ballard- K-state, Susan Xioufaridou- Purdue

Breakout 2- Communications, Hear Me Out: Virtual Dog Parks and Animal Livestreams are Applicable, Sound Ideas

In a world where virtual dog parks are officially a thing, no idea or trend is off limits. Let's talk about a few wild ones, what we can learn from them, and how they can move your conversations forward.

Rachel Sharkey, Senior Strategist at Ologie

Breakout 3- Donor Relations, New Perspectives

View virtual stewardship examples from three or more schools before open discussion with all participants.

Janie Harmon- Missouri, Julie Byczynski- Guelph

Breakout 4- Fundraising, How to Keep your Donor's Head in the Game.

It's okay to keep asking for money despite the difficult times, but how do you approach this?

Tracy Evans- LSU, Clayton Forbes, LSU

Breakout 5- Grateful Clients and Communications

What are people saying in emails, publications, website ideas?

Kelley Marchbanks, Advancement Resources

11:45- noon- Closing Message, Joe Montgomery, AVAP President

Noon- 12:30 pm- Zoom Happy Hour

Stay around a while and continue the conversations with your colleagues in this informal Zoom setting.