



Tying it all Together

The Universities Marketing, Communications and Development Conference 2007

PROGRAM

Wednesday 28th March 2007

9.00am	Registration
11.00am	Welcome to Country
11.05am	Welcome by AVCC Vice President, Professor Richard Larkins AO
11.15am	Opening of Conference by Governor of Victoria, Professor David de Kretser AC
11.45am	Stability amid instability – international considerations for Australian universities Adjunct Professor Wimar Witoelar
1.00pm – 2.00pm	Lunch
2.00pm – 3.15pm	Hypothetical: “Vice-Chancellor, we have a problem...” Led by Ben Richards (Principal, Aticus)
3.15pm – 3.45pm	Afternoon tea
3.45pm – 4.45pm Breakout Room 2	<i>Connecting in the Digital Age: creating a customer service experience for international students</i> <ul style="list-style-type: none"> • Melissa Banks, Director, Banks Consulting & Ruth Pring, Manager, Marketing and Communications, Swinburne University.
3.45pm – 4.45pm Breakout Room 3	<i>Managing the big numbers for deeper relationships, more effective fundraising, student acquisition and retention using email and SMS</i> <ul style="list-style-type: none"> • Stephen Watt, Business Development Manager, NetSpot Pty Ltd
3.45pm – 4.45pm Breakout Room 4	<i>What universities have to offer: connecting academics with marketing</i> <ul style="list-style-type: none"> • Stephen Holmes, Executive Director, The Knowledge Partnership
5.00pm – 5.45pm Breakout 1	<ul style="list-style-type: none"> • <i>Online Measurement and Competitive Intelligence How to use them to make more informed business decisions</i> Michael Walmsley (General Manager, Hitwise Competitive Intelligence and Search Marketing Services)
5.00pm – 5.45pm Breakout 2	<ul style="list-style-type: none"> • <i>To prove a point....where is the legal line when you spin your messages?</i> David Poulton , Specialist Media Lawyer, Minter Ellison
6pm – 7.30pm	Welcome cocktails Hosted by Kistend Campus Travel



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Thursday 29th March 2007	
7.15am	Mentoring breakfast
9.00am – 9.10am	Welcome: Lee-ann Norris (Chair, Conference Organising Committee)
9.15am – 10.15am	<p><i>New Directions in Best Practice Research for Measuring Public Relations in the Education Marketing Environment</i> Jim Macnamara Group General Manager (Research) Media Monitors/CARMA Asia Pacific</p>
10.15am – 10.45am	Morning tea
10.45am – 11.45am Breakout 1	<p><i>Student experience blogs: truth, youth and beauty in student recruitment</i></p> <ul style="list-style-type: none"> • Joanna Cohen, Marketing Communications Manager, Marketing and Student Recruitment, University of Sydney
10.45am – 11.45am Breakout 2	<p><i>Dear Vice-Chancellor... Australian Universities' International Alumni express their views on their universities to the vice-chancellors</i></p> <ul style="list-style-type: none"> • A/Prof Denise Cuthbert, Associate Dean, Graduate Research, Monash University
10.45am – 11.45am Breakout 3	<p><i>Planned giving – tying thought and action together for institutional success</i></p> <ul style="list-style-type: none"> • Alan Watkinson, President, ADAPE Australasia Inc; Vice-President, Victoria/Tasmanian Chapter, ADAPE; Director of Development, Scotch College, Melbourne; Executive Director, Scotch College Foundation
10.45am – 11.45am Breakout 4	<p><i>Funnels and tunnels – how to unravel the complexities of student recruitment without tying yourself up in knots</i></p> <ul style="list-style-type: none"> • A/Prof Linda Brennan, Director of Undergraduate Programs, Faculty of Business and Economics, Swinburne University
10.45am – 11.45am Breakout 5	<p><i>Batting for the same team - creating a strong national brand for a multi-campus, multi-mode university</i></p> <ul style="list-style-type: none"> • Rachel Donald, Director, Communications and Marketing, Massey University, New Zealand
11.45am – 12.45pm Breakout 1	<p><i>Momentum and Development: How to get the snowball rolling</i></p> <ul style="list-style-type: none"> • Tony Hume, Manager, Development & Alumni, Edith Cowan University
11.45am – 12.45pm Breakout 2	<p><i>Promoting Higher Education Institutions as a product and brand requiring integrated marketing communications (IMC)</i></p> <ul style="list-style-type: none"> • Jane Stabler, Marketing Manager, Corporate Communication, Curtin University of Technology
11.45am – 12.45pm Breakout 3	<p><i>Managing a prospect from identification to stewardship</i></p> <ul style="list-style-type: none"> • Jo Agnew, Director, Agnew Associates Pty Ltd
12.45pm – 1.45pm	Lunch
1.45pm – 2.45pm	<i>Millennials as students: How to reach and engage with millennials from around the world</i>



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	<ul style="list-style-type: none"> • Rob Lawrence, CEO, Prospect Research and Marketing
2.45pm – 3.45pm Breakout 1	<p>Forum: <i>The Great Divide – Myth or Reality?</i> <i>Corporate marketing and faculty marketing: synergies and challenges</i></p> <ul style="list-style-type: none"> • Chair - Lianne Cretney-Barnes, Director, Marketing and Development, Edith Cowan University
2.45pm – 3.45pm Breakout 2	<p><i>Building the bike as we ride it: lessons from around the world on integrating advancement activities.</i></p> <ul style="list-style-type: none"> • Joanna Motion Vice-president for International Operations - Council for Advancement and Support of Education (CASE) UK
3.45 – 4.15pm	Afternoon tea
4.15pm – 5.15pm	<p><i>Internal communications: Promises and perils with on-line delivery</i></p> <ul style="list-style-type: none"> • Pauline Brown, Head, Creative Services, Oxford Brookes University, UK
7.00pm – 11.30pm	<p>CONFERENCE DINNER AT MELBOURNE AQUARIUM</p> <ul style="list-style-type: none"> • Guest speaker: Paul Gardner - Group Chairman (Australia and New Zealand) Grey Global Group Australia. Paul will unveil the 2007 Eye on Australia Report and present a summary of this year's findings and highlight some potential implications, particularly for the education industry. • Presentation of the inaugural JWT Education Emerging Leadership awards.
Friday 30th March 2007	
9.00am – 10.15am	<p><i>Pick me...Pick me...(branding and communication: has the tertiary sector got it right?)</i></p> <p>Moderator: Phillip Adams (Broadcaster and Columnist)</p> <ul style="list-style-type: none"> • Richard Henderson (R-Co Chairman) • Pauline Brown (Oxford Brookes University) • Allison Doorbar (Managing Partner, JWT Education) • Marketing postgraduate student <p><i>Audience discussion</i></p>
10.15am 10.30am	Morning tea
10.30am – 11.15am	<p><i>Sink or swim; trends and pointers for the future.</i></p> <ul style="list-style-type: none"> • Allison Doorbar, Managing Partner, JWT Education
11.15am – 12pm	<p><i>Playing the media game – vital considerations for university marketing arms</i></p> <ul style="list-style-type: none"> • Harold Mitchell - Chairman, Mitchell Partners
12 pm – 1pm	<p><i>Integrating communication disciplines as part of a fundraising campaign</i></p> <ul style="list-style-type: none"> • Daniel McDiarmid, Managing Director, Global Philanthropic



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1pm – 1.45pm	Lunch
1.45pm – 2.30pm	<p><i>When there are not enough zeros</i></p> <ul style="list-style-type: none"> • Ron Fairchild, Vice-President, Advancement, Monash University
2.30pm – 3.30pm Breakout 1	<p><i>Recruitment to transition: an integrated marketing approach</i></p> <ul style="list-style-type: none"> • Valerie Runyan, Head - Student Services, University of Ballarat
2.30pm – 3.30pm Breakout 2	<p><i>Biblioshock! Establishing a marketing oriented culture in an academic library</i></p> <ul style="list-style-type: none"> • Anne Webster & Liz Burke, Associate Librarian (Reader Services) University of Western Australia
2.30pm – 3.30pm Breakout 3	<p><i>Using your students to research your market: insight into the consumer behavior of PhD candidates</i></p> <ul style="list-style-type: none"> • Jane McIntyre, National Marketing Coordinator, College of Business and Economics, Australian National University
3.30 – 3.45pm	Afternoon tea
3.45pm	<p>Closing address</p> <p>Door prizes to be drawn – plus a farewell gift for every delegate attending the closing address</p>