

# CASE Advancement Summit

ECIS Leadership Conference *Designing on Purpose* | Rome, Italy | 31 March 2016

CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

Opening Keynote

## **Advancement's Role in Support of the Strategic Plan**

*Speaker – Dr. Arnie Bieber, Director International School of Prague*

Breakout session 1 (concurrent sessions)

## **Demonstrating Impact: Value of School Advancement**

*Marcia De Wolf, Director of Community Relations St. John's International School*

## **Engaging with Different Constituencies**

*Beatrice Caston, Admissions & Advancement Director International School of Dusseldorf*

Breakout session 2 (concurrent sessions)

## **Database Best Practice**

*Andy Cooper, Head of Development Services, University of Sheffield*

## **Starting up a development office**

*Speaker to be confirmed*

Breakout session 3 (concurrent sessions)

## **Online Communication in Advancement**

*Liz Allen, Director of Online Communications, American School of London*

## **Donor Cultivation**

*Michaela Seeger Wolf, Director of  
Community Relations, Zurich  
International School*

Closing

## **The Future of Advancement**

*Ian Edwards, Partner. More Partnership*

Registration fees:

**ECIS/ CASE Members 360 EUR**  
**Non-Members 460 EUR**