

| Sunday, February 23 | Topic | Audience |
|---------------------|---|--|
| 4 – 6 p.m. | Newcomer's Program | Those new to profession or the UT System within past 2 years |
| Monday, February 24 | Topic | |
| 9 – 10 a.m. | Opening Session and Keynote Speaker Higher Ed Next: Innovations that Will Change the Face of Public Higher Ed by 2015 | GEN |
| 10:15 – 11:30 a.m. | Breakout #1 – Concurrent Sessions | Audience |
| | <ul style="list-style-type: none"> The Basic Principles for Fundraising Success Creating a Pipeline for Testamentary Gifts Measuring Philanthropy: Are We All Counting the Same Way? Ding Dong the Press Release is Dead: The Evolved Story Pitch Leadership is (Still) Not Management | DEV DEV ADV COM/PUB GEN |
| 1:30 – 2:30 p.m. | Breakout #2 – Concurrent Sessions | |
| | <ul style="list-style-type: none"> Donor-Centered Fundraising The Alumni Participation Quandary Be Your Own Newsroom Creating an Engaging Website and Uncovering the Heart of Your Brand Business and Tech Etiquette | DEV/ADV DEV COM/PUB COM/PUB GEN/EVENTS |
| 2:45 – 3:45 p.m. | Breakout #3 – Concurrent Sessions | |
| | <ul style="list-style-type: none"> Donor-Centered Leadership: How to Build a High Performance Fundraising Team Unlocking the "Perfect Gift": Planned Giving's Role in Major Giving Success Crowdfunding in Higher Education Social Media Playbook Prepare and Present an Effective Presentation | DEV/ADV DEV DEV/ADV COM/PUB/GEN GEN |
| 4 – 5 p.m. | Breakout #4 – Concurrent Sessions | |
| | <ul style="list-style-type: none"> A Holistic Approach to Corporate Relations "Friendraiser" to Fundraiser: Harness the Passion (and Power) of Your Constituents Cornucopia of Advancement Services Challenges Producing Engaging In-House Videos: A "How to" Guide Simple Strategies for Better Event Marketing | DEV/COM DEV ADV COM/GEN COM/EVENTS |

Legend

DEV = Development ADV = Advancement Services COM = Communications
 PUB = Public Affairs/Media Relations GEN = General Interest EVENTS = Special Events

| Tuesday, February 25 | Topic | Audience |
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| 7:30 – 8:45 a.m. | Breakfast and Roundtable Discussions by Topic | GEN |
| 9:00 – 10:15 a.m. | Breakout #5 – Concurrent Sessions | Audience |
| | <ul style="list-style-type: none"> Tips and Tricks: Taking Raiser’s Edge to the Next Level Driving High Performance: The Factors Affecting Gift Officer Productivity Planned Giving – Who Needs to Know? Roadmapping Communications: Creating and Implementing a Strategic Communications Plan Innovative Approaches to Career Path Planning | ADV DEV DEV COM/PUB GEN |
| 10:45 – 11:45 a.m. | Breakout #6 – Concurrent Sessions | |
| | <ul style="list-style-type: none"> Make Your Move: Building a Relationship Management Program from the Ground Up Effective Messaging in Your Stewardship: Why Your Marketing Team Should be Fundraisers (or Learn to Think Like Them) Trends in Young Alumni Engagement and Philanthropy The Shades of Philanthropy: Engaging Diverse Communities Social Media: Building Your Brand and Attracting Fans | ADV DEV/COM DEV DEV/ADV COM/PUB/GEN |

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