

**TRACK ABBREVIATIONS AND LOCATIONS**

- AS** Advancement Services  
Gulnare Room
- AF** Affinity and Revenue Generation  
Canceaux Room
- AR** Alumni Relations  
Elfin Room
- C/PR** Communications/Public Relations  
Pekeha Room
- DV** Development  
Valient Room
- EM** Enrolment Management  
Alexander Room
- SM** Strategic Marketing  
Consbrook Room

**SATURDAY JUNE 2**

- 10:30 a.m. – 4:00 p.m.** *Sponsored by Manulife Financial*  
Golf Day  
Fox Meadow Golf and Country Club
- 12:00 p.m. – 6:00 p.m.**  
Registration Opens
- 1:00 p.m. – 3:00 p.m.**  
Golf Clinic  
Canadian Golf Academy
- 1:00 p.m. – 4:00 p.m.**  
Pre-Conference Orientation For Newcomers  
Consbrook Room
- 1:00 p.m. – 4:00 p.m.**  
Prince Edward Island Tour
- 2:00 p.m. – 4:00 p.m.**  
Culinary Class  
Holland College

**6:00 p.m.** *Sponsored by Wellington West Clearlight*  
Welcome Reception  
Founder's Hall

**8:00 p.m.**  
Dine Around  
Charlottetown

**SUNDAY JUNE 3**

- 7:30 a.m.**  
Breakfast  
Prince Room
- 8:30 a.m.** *Sponsored by KCI*  
Opening Ceremonies/Plenary:  
Cassie Campbell  
Edward Island Room
- 10:00 a.m.**  
Refreshment Break  
Prince Room

**10:30 a.m. Concurrent Sessions**

- AS** How to Win the Fight for Funding  
*Sponsored by Tempo Framing*
- AF** Emerging Trends in Affinity Relationships
- AR** Engaging Students & Alumni Online  
*Sponsored by Academica*
- C/PR** Who's Writing the Research News Release?
- DV** Development Communications—What's the big deal? *Sponsored by KCI*
- EM** Why Students Leave and What You Can do About it Today
- SM** Yale Shmale: How much risk is too much risk?  
*Sponsored by Manulife Financial*

**12:00 p.m.**  
Lunch  
Prince Room

**1:30 p.m. Concurrent Sessions**

- AS** The Accountability Debate
- AF** The Art of Transition

- AR** Entertainment or Engagement: How events can maximize the impact of your Alumni Relations program on the road  
*Sponsored by TD Meloche Monnex*
- C/PR** PR 2008: Trends that redefine communications
- DV** Engaging Your Senior Administration in Fundraising
- EM** Millennial Speak—Reaching and teaching millennial students
- SM** Nova Scotia Community College—The little college that could

**3:00 p.m.**  
Refreshment Break  
Prince Room

**3:15 p.m.**  
**The Leaders—A View from the Top**  
Independent Schools/  
Community College Leaders Pekeha Room  
University Leaders Edward Island Room

- 5:00 p.m.**  
Buses depart for Social Night
- 5:30 p.m.** *Sponsored by MBNA Canada*  
PEI Preserve Co. & New Glasgow Lobster Suppers

**MONDAY JUNE 4**

- 7:30 a.m.**  
Breakfast  
Prince Room
- 8:00 a.m.**  
CCAIE 2008 Presentation—Kelowna  
Edward Island Room
- 8:30 a.m. Concurrent Sessions**
- AS** Pro-Active Stewardship  
*Sponsored by Canada Life*
- AF** Growing Your Travel/Study Program
- AR** Educating Students About Becoming Alumni  
*Sponsored by MBNA*

- C/PR** The Perfect Storm—Autopsy of a Crisis
- DV** Benchmarking and Accountability for Canadian Universities
- EM** A Visual Feast in the Digital Age
- SM** You Can't Be What You're Not

**10:00 a.m.**

**Refreshment Break**

Prince Room

**10:30 a.m. Concurrent Sessions**

- AS** Current Issues in Annual Giving
- AF** 360° Happiness: Personal and organizational sustainability for revenue generation professionals
- AR** Accountability and Measuring the Work We Do: Practical approaches to an intractable problem  
*Sponsored by Wellington West ClearSight*
- C/PR** Tragedy at Dawson College: Communicating strength, compassion and recovery
- DV** Attracting and Retaining Star Performers  
*Sponsored by CASE*

- EM** The Future of Universities in Canada: What changes await?  
*Sponsored by Industrial Alliance Pacific*
- SM** Marketing Communications and New Technology: Keys to successful engagement

**12:00 p.m. Sponsored by Tempo Framing**

**Prix d'Excellence Luncheon**

Edward Island Room

**2:00 p.m. Speed Dating (Ask an Expert!)**

Edward Island Room

**3:30 p.m. Refreshment Break**

Prince Room

**5:30 p.m. Gala Reception**

Foyer

**6:30 p.m. Gala Dinner**  
Edward Island Room

**9:30 p.m. Sponsored by TD Meloche Monnex**  
**Party at Peakes Quay**

**TUESDAY JUNE 5**

**7:30 a.m. Breakfast**  
Prince Room

**8:30 a.m. Sponsored by Academica**  
**AGM and Closing Plenary: Roy MacGregor**  
Edward Island Room

**10:00 a.m. Refreshment Break**  
Prince Room

**10:30 a.m. Hot Topics! Concurrent Sessions**

**AR & DV** Gulnare Room  
Performance Management in Philanthropy: Building, evaluating & communicating success in the new paradigm

**AR & EM** Elfin Room  
Which Applicants will become Engaged Alumni?  
The Psychographics of Student Recruitment

**C/PR** Valient Room  
Public Attitudes towards Canadian Higher Education

**DV** Consbrook Room  
Philanthropic Trends

**SM** Pekeha Room  
Building a Brand That Matters: The four critical elements of a successful brand

**12:00 p.m. Farewell Luncheon**  
Foyer



**2007**

