**Australian Prospect Researchers’ Forum 2015**

Friday 20 March 2015, 10:00am – 5:00pm

West Dining Room

The Woodward

Level 10, Melbourne Law School

185 Pelham Street

CARLTON 3053

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**Agenda**

* + 1. Welcome and introduction (Edwina Kenrick) 10:00am-10:20am
    2. **Presentation: Overview of predictive data analytics and case study on development of a propensity rating** (Professor Ujwal Kayande, Edwina Kenrick and Kushan Kahadugoda)10:20am-11:20am

**Morning tea** 11:20am-11:30am

* + 1. **Group discussion: Results of survey of university prospect research units** (led by Stephen Rowe) 11:30am-12:00pm
    2. **Presentation: Donor identification program - how we did it, how we used it** (Anneke Burlinson) 12:00pm-12:30pm
    3. **Group discussion: Identification of bequest prospects** (led by Ellen Sceneay) 12:30pm-1:00pm

**Lunch** 1:00pm-1:30pm

* + 1. **Group discussion: Update on resources** (led by Emma Hayward) 1:30pm-2:00pm
* Resources which the group has found useful over the past year
* Views on recent screenings undertaken and their value
  + 1. **Presentation: Implementing the APRA Body of Knowledge** (Stephen Rowe) 2:00pm-2:30pm
    2. **Group discussion: Maintaining development manager portfolios** (led by Edwina Kenrick) 2:30pm-3:00pm
* Optimum portfolio sizes
* Assignment procedures

**Afternoon tea** 3:00pm-3:15pm

* + 1. **Group discussion: Measuring fundraiser performance** (led by Anneke Burlinson)3:15pm-3:45pm
    2. **Group discussion: Professional development update** (led by Eresha De Silva) 3:45pm-4:15pm
* Webinars and other online resources
* Australian conferences
* International conferences
  + 1. **Group discussion: Gift acceptance procedures and prospect research involvement** (led by Edwina Kenrick) 4:15pm-4:45pm
    2. **Close and next steps** (Edwina Kenrick)4:45pm-5:00pm