

Los Angeles • March 2-5, 2011

DISTRICT CASE VII

CREATE • ACCELERATE • SUCCEED • EXCEL

Dear Colleague,

Join us for CASE District VII 2011 Conference March 2 – 5 at the Hyatt Regency Century Plaza in Los Angeles. This is your opportunity to participate as a conference speaker and share your knowledge and experience with your peers while enriching the conference content.

The conference curriculum is designed with the goal of presenting sessions and topics that are relevant to all practitioners while being sensitive to tighter budgets and decreased staff resources. The Program Committee selects the best of the submitted proposals to create more than 40 different sessions during the conference.

We realize that CASE Educational Partners (consultants/vendors) have a great deal of experience and may be interested in submitting a conference session proposal. *The proposal must be submitted with an active practitioner at a CASE member institution* **AND** successful submissions will require that the Partner participate as a conference sponsor beginning at \$3,500. If you have any questions regarding Partners presenting, please contact Nikki Khurana, the District VII Sponsorship Chair, at 909-607-7997 or via e-mail at nikki_khurana@pitzer.edu

Guidelines for Submission

Describe your topic and presentation approach by filling out the submission form and returning it to caseviiconference@yahoo.com. Please note that all fields are required. Incomplete submissions will not be considered.

Deadline for Submission: Friday, Sept. 17, 2010, by midnight, PDT

Submission Procedure: Submit your completed proposal before the deadline to: caseviiconference@yahoo.com.

Selection Procedure: The CASE Conference Program Committee will review all submissions and select proposals for inclusion in the conference based on the strength of the topic and its relevance and timeliness to professional development in advancement. You will be notified in late October of the committee's decision.

All speakers must register for the conference. Speakers are responsible for their own expenses, including but not limited to: conference registration, travel to and around Los Angeles, hotel accommodations, and any meals or special events not included in conference registration fees. Speakers are responsible for bringing their own laptops, cables, speakers, and handouts (if applicable).

Some hints to help you draft your submission include:

- Preference will be given to entries that:
 - highlight collaboration across tracks
 - demonstrate best practices and new ideas which have reshaped the field and the way institutions conduct business
 - provide practical application to the largest number of attendees
- Focus on one or more of the conference tracks and the scalability/adaptability of your discussion topic:
 - Development (planning for campaigns, cultivating or stewarding major gifts, integrating planned giving across the development platform, successful annual giving systems, athletic fundraising, etc.)
 - Alumni/Constituent Relations (parent programs, student programs, etc.)
 - Advancement Services (research, gift processing, data migration, etc.)
 - Communications/Marketing (media relations, marketing, public relations, publications, web strategies, e-communications, etc.)
 - Community Colleges, especially topics that are particular to this segment
 - Independent Schools, especially topics that are particular to this segment
 - Professional Development (beyond the ins-and-outs of the tracks already mentioned, such as personal branding, public speaking, etiquette and protocol, professional writing, etc.)

If you need assistance or more information, please contact either of the Program Committee Co-Chairs:

Lori Bachand
(916) 734-9322
lori.bachand@ucdmc.ucdavis.edu

Lara Farhadi
(949) 233-2622
lfarhadi@cox.net

caseviiconference@yahoo.com

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Call for Presentations Application

PRESENTER INFORMATION

We request a recent headshot of each potential presenter accompany your application. Photos should be full color and a minimum of 300 dpi. If there are more than three presenters, please attach a separate sheet with the same details. The first presenter listed will serve as the main contact for the Programs Committee.

Presenter 1 Name:

Title:

Organization:

Contact information

Office phone:

E-mail:

Mailing address:

City:

State:

Zip:

Organization's URL:

Bio (125 words highlighting presenter's experience and accomplishments):

Presenter 2 Name:

Title:

Organization:

Contact information

Office phone:

E-mail:

Mailing address:

City:

State:

Zip:

Organization's URL:

Bio (125 words highlighting presenter's experience and accomplishments):

Presenter 3 Name:

Title:

Organization:

Contact information

Office phone:

E-mail:

Mailing address:

City:

State:

Zip:

Organization's URL:

Bio (125 words highlighting presenter's experience and accomplishments):

PRESENTATION OVERVIEW

Session title:

Please propose a short course title for your session. If you wish, you may align your session to the conference theme of "Create. Accelerate. Succeed. Excel," or the conference venue in Los Angeles.

Session description (Separate one-page document)

Please create, on a separate sheet, a lively yet concise course description that will provide attendees a summary of what they will experience in the session. Remember to include scalability / applicability to programs of different size/maturity.

Session subject (one or two word description):

Please describe in one or two words the subject matter this session covers (e.g., campaign communications, database management, special events, etc.)

This session may appeal to the following advancement areas (check all that apply):

- Advancement Services
- Alumni Relations
- Communications and Marketing
- Community Colleges
- Development
- Independent Schools
- Professional Development

Audience level. Who will benefit most from this session?

- All levels
- Experienced professional (10+ years experience)
- Mid-level professional (4-9 years experience)
- Entry-level professional (0-3 years experience)
- Transitioning professional (an attendee who has years of professional experience, but may be newer to this segment of advancement)

What are four or five learning objectives and anticipated outcomes for participants?

Have you given this presentation to another group/organization? If so, which and when?

Does/Do the presenter(s) have previous conference presentation experience? If so, what conference(s), presentations and when?

A/V NEEDS

To help us anticipate our audio/visual needs, please indicate the equipment needed for your presentation. The Programs Committee will confirm use and availability shortly before the conference. ***Please note:*** CASE District VII **cannot supply laptops** for presentations; presenters must make these arrangements.

- Projector (to connect to your laptop) and screen
- Internet connection
- Other

Special comments/presentation needs

Are there additional items, such as a special room configuration or a time restriction due to presenters' schedules, that the committee should consider?