NEDRA 25th Anniversary Conference Conference-At-A-Glance

Monday – April 23, 2012	Hotel Marlowe, Cambridge, MA				
8:00am – 4:00pm	Registration				
8:00am – 4:00pm	Exhibitor Hall Open in Alexis Gallery				
8:00am – 9:00am	Breakfast Buffet				
8:30am – 9:00am	Volunteer Orientation in Serrano C				
Sessions	PROSPECT RESEARCH	PROSPECT MANAGEMENT AND ANALYTICS	TRENDS AND HOT TOPICS		
9:15am – 10:30am	(A1) The Elusive Hedge Fund Industry	(A2) Prospect Management in Campaign Transition	(A3) Authentic Social Media		
	Rich Horne and Michael Regan Yale University	Julia Motl Lowe and Orhan Belding Tufts University	Matt Weber Harvard Graduate School of Education		
	Serrano A	Serrano B	Serrano C		
10:30 – 10:45am	Break				
10:45am – 12:00pm	(B1) Boats, Planes and Horses: Wealth Indicators or Money Pits?	(B2) Implementing Prospect Management and Transforming Data into Intelligence	(B3) Lessons in Leadership		
	Marlisa Simonson University of Hartford	Ali McLane and Alex Oftelie Bentz Whaley Flessner	Ian T. Wells MGH		
	Serrano A	Serrano B	Serrano C		
12:00pm – 1:15pm	Luncheon & Ann Castle Award Presentation				
Plenary Session 1:15pm – 2:30pm	25 th Anniversary Panel Discussion Helen Brown, Paul Dakin, Joe Donnelly and David Eberly (Moderator)				
2:30pm – 2:45pm	Break				
2:45pm – 4:00pm	(C1) Interest-Based Prospecting: Tips and Tricks	(C2) From the Surface to the Deep Blue Something of Development Analytics	(C3) Leadership Annual Giving: Filling the Gap Between Direct Mail and Major Gifts		
	Bill Gotfredson and Chris Lawler Harvard University	James Cheng Dana Farber Cancer Institute	Dan Lowman Grenzebach Glier & Associates		
	Serrano A	Serrano B	Serrano C		
4:00 pm – 6:00 pm	Networking Reception with Exhibitors in Alexis Gallery Hosted by the NEDRA Membership Committee (open to all NEDRA members)				

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Schools Scho	Tuesday – Apri			MA			
Breakfast Buffer Volunter Orientation in Serrano C	8:00am – 3:00pm Registration						
Scalam = 9:00am Volunteer Orientation in Serrano C			•				
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9:15am - 10:30 am Di	8:30am – 9:00ar	n	Volunteer Orientation in Serrance				
Researching Greater China: Tips, Techniques, and Resources Laura Beaudet MIT Break Laura Beaudet MIT Case Study in Data Analytics: From Planning to Implementation to Results Anny Gingle MGH WPI Serrano B Serrano C Cheryl Cerny WPI Serrano C Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Anny Gingle Serrano B Serrano C APITAL IQ Serrano B Serrano C Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Break Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break Laurcheon, Annual Business Meeting, Roundtables and Sponsor Raffles Serrano C Serrano B Serrano C Break La	Sessions		PROSPECT RESEARCH		TRENDS AND HOT TOPICS		
Boston College	9:15am – 10:30 am		Researching Greater China: Tips, Techniques, and Resources	Data for Sale: Collecting and Using Data for Major and Planned Gifts	Best Practices from the Experts (Panel)		
Break			MIT	Target Analytics	· · · · · · · · · · · · · · · · · · ·		
Case Study in Data Analytics: From Planning to Implementation to Results			Serrano A	Serrano C	Serrano B		
Case Study in Data Analytics: From Planning to Implementation to Results	10:30am - 10:45	5am					
Northeastern University Serrano A Serrano B Serrano C 12:00 pm – 1:30 pm Luncheon, Annual Business Meeting, Roundtables and Sponsor Raffles Luncheon, Annual Business Meeting, Roundtables and Sponsor Raffles 1:30 pm	10:45am – 12:00pm		Effective Corporate and	Case Study in Data Analytics: From Planning to			
12:00 pm – 1:30pm Luncheon, Annual Business Meeting, Roundtables and Sponsor Raffles Luncheon, Annual Business Meeting, Roundtables and Sponsor Raffles 1:30 pm – 2:15 pm							
Gold Sponsor Presentations, Exhibitor Hall, Networking 2:15 pm 3:00 pm 3:15 pm 3:15 pm 4:30 pm 3:15 pm 4:30 pm 3:15 pm 4:30 pm Break (F1) Everything you Need to Know About a Proxy (in 60 minutes) But Were Afraid to Ask David Sterling Western New England University Serrano A Serrano B (F2) Best Practices in Prospect Management (Panel) (Moderator) Tufts University Serrano C (F3) Measuring Alumni & Constituent Engagement Katie Edwards Amherst College Amy Lewis Princeton University Serrano C			Serrano A	Serrano B	Serrano C		
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Serrano A Serrano B Serrano C			David Sterling Western New England	(Moderator)	Amherst College Amy Lewis		
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A:30 nm Conference Close	4:30 pm		Conference Close	John D	Defraite C		

Thank you also to our Silver Sponsors







