

## 2017 State Conference: Session Descriptions

**Keynote** (Thursday, 1:15-2:30PM)

**Speakers:** Armando Zumaya

Armando will discuss how to create a prospecting culture at your organization. How do some institutions do it? They are always first to find the new wealth and scooping their competitors? Often they have an established culture that structurally supports and rewards great prospecting. Even smaller institutions can get in first to new major gifts prospects where others can't by developing an internal culture of prospecting.

**Making Yourself Vital to the Organization** (Thursday, 3:00PM-4:00PM)

**Speaker:** Paul Caspersen, Assistant Vice President for Gift Planning, University of Florida

Paul will present on how to be a high-performer doing what you do as a prospect development professional. He will share both tactical and strategic practices applicable to all fundraising professionals, but specifically, prospect development. What can you do as a prospect development professional to not just be an effective member of a team, but be seen as an effective member of a team? What are areas that as prospect development professionals we generally need to focus on but typically do not?

**Panel: Data Analytics** (Friday, 10:00AM-11:00AM)

**Speaker:** Mark Egge, Senior Manager of Prospect Management, Greater Twin Cities United Way

Mark Egge will share his experience with undertaking and implementing data analytics. What makes a strong analytics program? What are key characteristics of organizations that have effective analytics programs? He will share the common themes and practices with how an organization effectively moves forward with analytic works – applicable to both large and small shops.

**Customer Service Best Practices Panel** (Friday, 11:15AM - 12:00PM)

**Speakers:** Armando Zumaya, Therese Aloia (University of Florida), Charity Tubalado (City Year, Inc.), Sharon Brown (University of Florida)

The panelists will share their experiences, best practices and insights on setting expectations, how to be a strong prospect development partner, effective implementation of prospect development work, and how to get valuable feedback from your development colleagues.

**Leveraging Relationship Mapping to Develop Gift Strategy** (Friday, 2:30 PM-3:30 PM)

**Speaker:** Charles Snyder Nova Southeastern University

Charles will talk through best practices on how to leverage mapping relationships to develop gift strategy.