<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td>Tailey Student Union</td>
<td>1887 LOUNGE OPEN</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Tailey Student Union One Earth</td>
<td>CONTINENTAL BREAKFAST</td>
</tr>
</tbody>
</table>
| 8:30 a.m. – 9:45 a.m. | Tailey Student Union Stewart Theater | PLENARY SESSION 2  
Title: Talent Management Through an Equity Lens  
Speaker: Christina Chang, Assistant Vice President for Finance, Talent & Administration, University of Washington Advancement |
| 10:00 a.m. – 11:00 a.m. | Tailey Student Union        | BREAKOUT SESSION 2  
Wealth Screening Validation – Minimum Effort for Maximum Benefit (AS)  
The Undeniable Influence of Women in Philanthropy; A discussion of how to ensure their impact in and on your program (ALL)  
Strengthening Crisis Communications Amid Real-World, Real-Time Challenges (COMM)  
For All Alumni: Using Email and Social Media in the Campaign for Carolina (AEDR-AE)  
Direct Mail Speed Dating (AG) Starting from the Bottom: Building a Solid CFR Program (CFR) |
| 11:15 a.m. – 12:15 p.m. | Tailey Student Union        | BREAKOUT SESSION 3  
Creating a Culture of Analytics...Out of the Data That You Already Have (AS)  
Collaborative Lanes (MGGP)  
Redefining a University Brand: A Case Study from University of North Carolina at Greensboro (COMM)  
Time to Take Action with Your Diversity Plan (ALL)  
Digital Advertising & Retargeting as Annual Giving Tools (AG)  
Level Up – Building Strategic Corporate Partnerships (CFR) |
| 12:15 p.m. – 1:30 p.m. | Tailey Ballroom             | LUNCH                                                                                                                                 |
| 1:30 p.m. – 2:00 p.m. |                              | NETWORKING BREAK                                                                                                                   |
| 2:00 p.m. – 3:00 p.m. | Tailey Student Union        | BREAKOUT SESSION 4  
Gift and Pledge Basics– Everything You Need to Know (Almost)  
Session I (AS)  
Tax To-Dos for Non-Cash Gifts and 2018 Tax Reform Update (MGGP)  
Social Media: Engaging Your Audience and Delivering ROI on Social Platforms (COMM)  
More Than Just a Friend: When Volunteer Engagement Develops Lifelong Donors (AEDR)  
Navigating the Relationship between Annual Giving Programs and Capital Campaigns (AG)  
Philanthropy 101: An Overview of Working with Foundations (CFR)  
Hit the Mark! Measurement and ROI for Advancement Professionals (ALL) |
| 3:15 p.m. – 4:15 p.m. | Tailey Student Union        | BREAKOUT SESSION 5  
Gift and Pledge Basics– Everything You Need to Know (Almost)  
Session II (AS)  
Building a Strategy for Your Professional Growth & Advancement (MGGP)  
Social Media: Engaging Your Audience and Delivering ROI on Social Platforms (COMM)  
Retention: A New/Old Frontier for Donor Relations (AEDR-DR)  
Keeping Your Giving Day Fresh (AG)  
Donor-advised funds. Heard of them? Think all the hype is just that, hype? Or worse, they negatively impact fundraising? (MGGP) |
| 4:15 p.m.              |                              | REFRESH                                                                                                                                 |
| 6:00 p.m. – 10:00 p.m. | Reynolds Coliseum           | SYMPOSIUM TAILGATE  
Presented by Blackbaud  
(Dinner and refreshments will be served, RSVP required) |