

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.

**Activity Organizer:** The Canadian Council for the Advancement of Education (CCAIE)  
**Title of Activity:** CCAIE National Conference 2010  
**Names of Presenter(s):** Various  
**Dates and Location:** 5-8 June, 2010 – Victoria, BC

### Date: Sunday, 6 June, 2010

**Opening Session: 8:45am – 10:00am (1.25 hrs)**

The Power of Networking

**Session: 10:30am – 11:10am (.75 hrs)**

Concurrent Sessions:

- Another Grad Send Off – Now What?
- Building the CCAIE Brand
- Official and Unofficial Channels in Social Media: Leveraging Goodwill and Mitigating Risks
- Young Alumni Programs: A Conversation on Best Practices
- From PR to Fundraising: What Public Relations Practitioners Must Know to Make the Transition a Happy and Prosperous One

**Session: 11:20am – 12:00pm (.75 hrs)**

Concurrent Sessions:

- Asking the Right Question: Inclination and Capacity
- Effective Donor Acknowledgement
- Alumni Events: How Important is the Stake Your Stakeholders Hold?
- Young Alumni Programs: A Conversation on Best Practices
- Localization, Internationalization, Regionalization and Globalization – What Does All This Mean?

**Session: 1:30pm – 3:00pm (1.5 hrs)**

Concurrent Sessions:

- Making Headlines
- Stewardship! It's Everyone's Job
- Bringing the Canadian Brandscape to Botswana

- From Campaign Director to Data Geek: Two Perspectives on Common Problems and Solutions in Fundraising Technology
- Learning to Connect: Turning New Graduates into Engaged Young Alumni
- Effective Solicitation Technique: Where the Rubber Hits the Road

**Session: 3:30pm – 5:00pm (1.5 hrs)**

Concurrent Sessions:

- From Corporate Relations to Strategic Partnerships: Best Practices in Corporate Philanthropy
- Many Players: One Message
- The Mighty, Yet Effective Elusive Fundraising Volunteer
- Reunion Unions: Strengthening the Bonds Between Alumni and Development
- Celebrating a Major Milestone: Plans, Pitfalls and Opportunities
- Advocate and Ambassadors: Engaging Community Leaders

### Date: Monday, 7 June, 2010

**Plenary Session: 8:45am – 10:00am (1.25 hrs)**

Nothing Happens By Accident

**Session: 10:30am – 12:00pm (1.5 hrs)**

Concurrent Sessions:

- Generation Digital: Photography, University Marketing, and Young People Who Know Everything About Pictures
- The Downtown University: How to Build a Brand in an Urban Environment
- Cross-Country Check-up: A Scan of 'Au courant' Strategies from Across Canada

- Why Both with Alumni Events?
- Parents – The New Frontier: Building a Comprehensive Parent Program
- Making it Happen!

**Session: 1:30pm – 3:00pm (1.25 hrs)**

Keynote: The Leaders' Conversation

**Session: 3:30pm – 5:00pm (1.5 hrs)**

Concurrent Sessions:

- Donor Recognition: Everything You Need to Know for Successful, Sustainable Recognition Solutions
- Twitter (and Other Social Media): A Love/Hate Relationship
- Pipe Dreams? Re-Populating a Dried-Up Campaign Pipeline
- How to Build Large, Gala Dinners Far from Home
- Networking...Is it Really a Dirty Word?
- Watch Out, Universities: Other Schools Have Designs on Your Alumni

**Date: Tuesday, 8 June, 2010**

**Closing Session: 9:30am – 11:00am (1.5 hrs)**

Connect, Learn, Solve. In Action: Bookending It

**Total number of contact hours attended:**

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(number of contact hours = number of Education points)

\*Be sure to add these hours to your online application\*