

SEATTLE CONVENTION CENTER

08.20 – 08.23

UNLOCK THE FUTURE

SEATTLE, WA



INSIGHT
PHILANTHROPY
RESULTS

PD24



2024 SPEAKER ORIENTATION WEBINAR

UNLOCK
THE
FUTURE

apra

AGENDA

- Welcome and Introductions
- [Registration](#) & [Travel](#)
- Schedule
- PD Attendance
- Are you Apra Ready?
- Prospect Development 2025

REGISTRATION AND RESOURCES

- [Register](#)
 - Speakers received a discount code for \$200 off the registration fee
- [Speaker Resource Page](#)
 - Contains deadlines, travel information and answers to frequently asked questions to make your participation as smooth and fulfilling as possible.

TRAVEL INFORMATION

- Seattle Convention Center in Seattle, Washington
 - 705 Pike St, Seattle, WA 98101
- August 20th - 23rd – Prospect Development 2024
- You are responsible for your own [travel and hotel](#) arrangements and expenses (unless otherwise indicated by Apra).



SCHEDULE

- Data Science Now
- Apra Fundamentals: Prospect Research
- Executive Leadership Cohort (ELC)
- Pre-conference Workshops
- Opening Keynote
- Apra Talks
- Breakout Sessions
- Apra Walks
- Apra Breathes

2024 PD SCHEDULE BREAKDOWN

- 54 Breakouts: 9 collaborative sessions and 45 traditional lectures
- 3 General Sessions
 - **Keynote: Humanity in Fundraising: Revolutionizing Donor Engagement**
 - *Lisa Greer, Philanthropist, Nonprofit Advisor, Convener, Author*
 - **Apra Talks: We're All Data Scientists**
 - *Rachael Dietrich Walker (St. Luke's Health Foundation), Barron Cato (University of Washington), Anne Pollock (University of New Mexico Foundation)*
 - *Moderated by Rodger Devine (Pomona College)*
 - **Partner Industry Panel**
 - *Industry Partners*
 - *Moderated by Jon Garrow (Willamette University)*

2024 DSN SCHEDULE BREAKDOWN

- 6 Breakouts
- 2 Vendor Sessions
- Data Science Now Challenge
- Keynote: *Unmute the Geeks*
 - *Marianne Pelletier, Staupell Analytics Group*
- Closing Discussion Roundtables



WHO'S YOUR AUDIENCE?

- Advancement Services and Development Operations
- Prospect Research
- Relationship Management
- Data Scientists
- Consultants and Vendors
- Donor Relations and Stewardship, Grant Writing, Front-Line Fundraising
- Senior Leadership

2023 ATTENDANCE STATS BY TRACK

- Collaborative Sharing: 78
- Data Science: 83
- Prospect Research: 81
- Relationship Management: 116
- Leadership and Professional Development: 65

*Average number of attendees per breakout session



ARE YOU READY?

- Marketing Your Session
- [Speaker Marketing Kit](#)

#PD2024



ARE YOU APRA READY?

Connect with your Support

- [CPC liaison / CPC](#)
- [Apra Board Members](#)
- [Apra Education Staff](#)
 - speakers@aprahome.org



Renee Riedel



Ben Borucki



ARE YOU APRA READY?

- Event space – we recommend locating your session room before your presentation
- Session rooms
 - All rooms are equipped with a LCD projector, projection screen, a wireless slide advancer, wired lavalier microphone and wireless internet. Additional microphones will be available for sessions with multiple speakers.
 - Laptop will be provided
 - If you are using your own laptop please notify Apra HQ
 - **Bring your PowerPoint on a flash drive**
 - PD Breakout rooms will be set in classroom or theater style
 - Collaborative Sharing, Pre-Conference Workshops, and Data Science Now rooms will be set in rounds

ARE YOU APRA READY?

- Your presentation must be on the designated PowerPoint template which can be found on the [speaker resource page](#)
- Submit your **PDF** and your **PPT** file in your session portal (Slayte)
- Last minute changes need to be re-submitted in the portal with a new filename (**Session Number_Title_v2**)
- Bring final versions to the conference on a thumb drive
- Take advantage of speaker view during your presentation- don't be afraid to add notes!

FILENAME EXAMPLE

95194_Unveiling the Money and Connections Trail

11934_How to turn your Database into an Asset_v2



ARE YOU APRA READY?

- Mobile App will be released week before the conference
- Mobile App will be go-to on site for information
- Session Evaluations
- [Update Headshot and Bio](#)



ARE YOU APRA READY?

- Utilize the App
 - View your **schedule**
 - Look-up session and speaker information
 - View, download and email **session handouts**
 - Reference the **exhibitor directory**
 - Reference exhibit hall and **conference area maps**
 - Be part of **the social media buzz**
 - Complete **session evaluations**

VIRTUAL AUDIENCE ATTENDANCE

- Virtual attendee's will receive a link to access livestream sessions
 - Apra responsible for distributing links before the event
- Virtual attendees' written questions will be asked through the livestream platform
- In person attendees will ask questions by raising hands and through the Q&A mic
- There will be a tablet to see written questions as they come in
- There will be a designated monitor for your room who will assist with the tablet and the virtual attendees' questions
- Ensure that all questions are asked into a microphone to make certain that virtual attendees can hear and so the questions are captured in the recording
- Sessions will be recorded and posted shortly after your session for virtual ticket users to review

ARE YOU APRA READY?

- Prepare and Practice
 - [Review the Coaching Page](#)
 - [Badge & speaker ribbons](#) from registration
 - Arrive [15 minutes early](#) to your session room
 - [Update your headshot](#) in your Apra profile
 - [Session evaluations](#) via the app
 - [Speaker Resource page](#)

2025 CALL FOR PRESENTATIONS

2025 Call for Presentations

- Email & website
- Open Fall 2024

Prospect Development 2025

- Seattle, Oregon
- Hyatt Regency Seattle



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PROSPECT DEVELOPMENT 2024

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WIFI INFORMATION

ID: APRA2024

Password: Seattle24



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PROSPECT DEVELOPMENT 2024

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THANK YOU!

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