



OUTWARD BOUND INTERNATIONAL

Outward Bound International 2016 World Conference

31st October – 4th November 2016

Welcome to the “Outward Bound International 2016 World Conference” hosted by Outward Bound USA in cooperation with the North Carolina Outward Bound School.

The theme of the Conference is “**Building Today for a Stronger Tomorrow**”

The World Conference is your chance to share successful developments with the Outward Bound network, explore innovative solutions to marketing, sales, programs and strategic planning and contribute to Outward Bound International’s strategic plan for 2017-2021.

Outline Programme for the OBI World Conference 2016

31st October – All delegates in USA – transfer to Kanuga Conference Centre.

Day 1 (Tuesday, 1st of November)

9.00am **Welcome to Delegates** – Whitney Montgomery, Executive Director, NCOBS

Peter Steinhauser, Executive Director, OBUSA

Mary M. Thomson, Chair, OBI

9.30am **Conference Overview** – Jon D’Almeida, Chair, OBI Operations Committee

Iain Peter, Executive Director OBI

9.45am **Session 1**

“OBI Update – Developments following 2014 World Conference” - Iain Peter (ED OBI)

An outline of progress from the last World Conference in Germany in 2014.

10.15 am **An introduction to the Conference’s “Big Questions”**

1. What kind of OBI do we want? Jon D’Almeida, OB Australia
2. Are we serious about building an international brand? Peter Steinhauser, OBUSA
3. How much collaboration do we want? Jim Rowe, OB Costa Rica

10.45am **Coffee Break**

11.15am **Session 2** **“Building a Stronger Brand”**

Introduction - Joelle Anderson

Update on the consultation work that has been undertaken to produce the new OB Branding.

11.45 **Communicating a clear message**

What makes Outward Bound Effective? - Will Ripley, OBT UK

What is Outward Bound? Conference splits into seminar groups

12.30 **Presentation** **“Introducing the Global Portal”**

The new OBI communication platform - Iain Peter, OBI

1.00pm **Lunch**

2.00pm **Session 3** **Conference splits up**

Session for Program Directors – Plans for Program reviews - Iain Peter and Rob Chatfield

Session for Sales – More Effective Sales - Natalie Harling

Session for HR – What are the employment challenges in OB? - Penny Jeffers

Session for Marketing – Building a strong brand - Peter Steinhauser

3.00pm **Coffee Break**

3.30pm Feedback to Conference from the Groups

4.00pm **Research and Impact Studies – How can we use them more effectively?**

Session lead - Sarah Wiley, OB Canada

5.00pm **Outstanding Program Award**

Introduction - Pavane Mann, Outward Bound Himalaya

(10 minute presentations from OB Schools detailing outstanding and successful programs.)

6.00pm **Voting and Presentation of Outstanding Program Award**

7.00pm **Dinner**

8.30pm **How do you start and grow a School?**

Recent successes at OB Oman and OB Singapore

Day 2 (Wednesday, 2nd November)

9.00am **Session 4** **Opportunities for Collaboration**

Introduction Iain Peter

Short presentations from Schools who have been successful in collaborative working

Accessing funding for multi School projects - Adam Hovacs, OB Romania

Working with other Schools to deliver joint programs - Jim Rowe, OB Costa Rica

Delivering a successful fundraising model - Lovorka Simunec, OB Croatia
Kristina Fitzpatrick, OBT UK

10.00am **How do we take collaboration forward?**

Conference splits into seminar groups

What are the opportunities and what are the barriers?

10.30am **Coffee Break**

11.00 **Session 5** **Program Innovation OB USA**

Introduction Katie Pastuszek, ED Philadelphia OB

4 x 10 minute presentation outlining successful program innovation at OBUSA

Followed by questions and discussion

12.00 **Depart for Cedar Rock Base Camp**

Opportunity to visit one of NCOBS operational bases.

7.00pm **Barbeque Dinner and Entertainment**

Hosted by NCOBS at Kanuga

Day 3 (Thursday, 3rd November)

9.00am **Session 6** **Open Debate – Questions and answers**

(Questions to be solicited before and during the conference.)

Introduction Jon D'Almeida, Chair Ops Com

A chance for the Conference to put questions to a panel from the OBI Board and Operations Committee

10.00am **Conference Splits into Break Groups**

Program Directors – Is there a role for OBI in staff training and staff accreditation?

Executive Directors – Getting the best from your Board

Sales and Marketing - Using Social Media

11.00am **Coffee Break**

11.30am **Session 7 Do we need a Cultural Statement?**

Introduction Dieter Reinig

To be strong as an organisation and to prosper we should have a common understanding of what we are and where we should go.

What are the underpinning features of successful Outward Bound Schools?

How much conformity do we need and how much diversity?

Conference splits into seminar groups

12.30pm **The Power of Outward Bound**

Inspirational stories from around the network

1.30pm Lunch

2.30pm Session 8 Recommendations for the OBI Network

Introduction Mary Thomson and Iain Peter

Delegates will break into groups (facilitated by Ops Com and OBI Board members) and produce recommendations to guide OBI and the network over the next 3 years.

3.30pm **Coffee Break**

4.00pm **Session 9 Conference Conclusions - Mary Thomson, Jon D’Almeida, and Iain Peter**

4.30pm **OBI AGM 2016**

7.00pm **Conference Final Dinner “75 Years of Outward Bound”**