



**FOR IMMEDIATE RELEASE**

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## **2009 Annual Conference Shows APRA Is Source for Cutting-Edge Education**

CHICAGO, August 2009 — The APRA 22nd Annual International Conference, held recently in Boston, Massachusetts, showed once again that APRA is a key resource for education, information and connections. This premier educational event for professionals who specialize in fundraising research, analytics and relationship management featured nine educational tracks comprising more than 60 concurrent educational sessions; attendees also enjoyed numerous networking functions and gathered first-hand information about products and services in the exhibit hall.

One of the most well-received conference sessions was Capgemini Principal Ileana van der Linde's keynote presentation titled **The World Wealth Report — Understanding a Changing Landscape**. An interview with van der Linde discussing the key points of her presentation, and fundamental findings of the [2009 World Wealth Report](#), will appear in the Fall issue of [Connections](#).

Read more about the APRA 22nd Annual International Conference on [the APRA Web site](#) and in the Fall issue of [Connections](#).

### **Mark Your Calendar**

APRA 23rd Annual International Conference  
July 21–24, 2010 in Anaheim, California

Learn more about APRA and its numerous educational events at [www.APRAhome.org](http://www.APRAhome.org).

### **Submit 2010 Presentation Proposals by September 18**

Submit your case studies, tips and tricks and other presentation ideas through APRA's online [Call for Presentations](#) form. The tool also allows you to suggest topics that you would like to learn about, even if you don't want to be a presenter yourself.

Don't miss this opportunity to share with your colleagues and gain professional development experience. Visit the [APRA Web site](#) before September 18, 2009 to share your expertise and suggestions.

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### **About APRA**

APRA is the premier international organization for professionals who specialize in fundraising research, analytics and relationship management. APRA is committed to providing leading-edge educational and networking opportunities, establishing and promoting high professional standards and ethical guidelines, and providing advocacy and a representative voice for the profession. Representing fundraising professionals around the world in all types of nonprofit environments, APRA is the most diverse organization dedicated to the fundraising research professional.

