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CHARITY TECHNOLOGY CONFERENCE 2016

17.11.2016
The Mermaid, London

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CHARITY TECHNOLOGY CONFERENCE 2016

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We are delighted to announce the return of our Charity Technology Conference, a unique event designed for charity IT and digital leaders. Now entering its eleventh year, this year's programme is testament to the fact that charities of all types and causes are leveraging developments in technology to make significant progress in their respective fields and sowing the seeds of lasting social change. With examples from the arts, international development, healthcare, disability and youth, we are excited to have this opportunity to showcase the very best of innovation across the sector.

However, what we also see highlighted quite starkly, is a lack of digital leadership from the top – a growing concern about a lack of digital skills on charity boards and a pressing need for executive teams to prioritise investment in technology and digital expertise. It is becoming increasingly clear that technology is no longer just a back-office function, and that in order to reap the rewards organisations need to have the right people and culture in place. We will end the day with a topical debate about whether charities are ready for the future or ripe for disruption, and hope that the contents of the day will offer plenty of inspiration and practical advice on how to future-proof your organisation in a rapidly changing world.

With a variety of topics across key themes of data, digital, people & culture and strategy, you will be able to tailor your day to best suit your organisation's priorities. We very much hope to see you and your teams at the Mermaid Conference Centre on 17 November for what promises to be a valuable and inspiring day.

K Weakley

Kirsty Weakley
Lead technology journalist, *Civil Society News*

SPEAKERS INCLUDE



PROGRAMME AT A GLANCE

09:00	Registration	12:45	Lunch
09:30	Chair's welcome	13:50	Plenary – British Museum
09:40	Opening keynote	14:25	Afternoon sessions
10:20	Plenary – CWGC and KCOM	16:05	Panel discussion
11:25	Morning sessions	17:00	Networking drinks reception



OPENING KEYNOTE 09:40 – 10:20

Digital Governance - a new strategic imperative for the charities of tomorrow

It is a widely recognised reality that organisations investing in technology-enabled initiatives are outperforming their competitors across all industries. In a fast-paced world where disruption is the new normal, charity leaders must prioritise digital transformation, and this requires leadership from the top. How can we break down the barriers to increase tech capacity on charity boards, strengthen digital governance in existing structures, and ensure our organisations are fully-equipped for the future?

Mary McKenna MBE, tech entrepreneur and trustee, Centre for Acceleration of Social Technology (CAST), Social Care Institute for Excellence (SCIE) & vInspired



PLENARY 10:20 – 11:00

Back to the future: Where historical archives meet cloud computing

This session will reveal how Commonwealth War Graves Commission (CWGC) have adopted innovative IT solutions in order to generate greater support and understanding of the Commission's work worldwide. During the centenary period of the First World War, they decided to leverage the potential of cloud computing to enhance the accessibility of one of the richest sources of information of its kind in the world. This case study will uncover and discuss some of the main challenges faced by a traditional organisation in embracing modern digital and cloud technologies.

James Warner, head of direct sales, KCOM and **Will Webster**, head of information technology, Commonwealth War Graves Commission



PLENARY 13:50 – 14:20

Take control! Social media storytelling

The British Museum is undergoing a digital transformation driven by social media. In this session, Chris Michaels will talk about how the storytelling opportunities of social media can re-empower your organisation to control its own public narrative. From Periscope and Facebook Live, to 3D scans, TripAdvisor and Medium, social gives you a unique chance both to tell your story, and to learn from it – hear how the UK's most popular museum has embraced these in its quest to share the history of humankind with the whole of humankind, and what they discovered along the way.

Chris Michaels, head of digital & publishing, British Museum



PANEL DISCUSSION 16:05 – 16:45



Charities: Ready for the future or ripe for disruption?

As industry-wide disruption becomes the new normal, the panel will discuss the predominant threats and opportunities facing our sector. What can charity leaders learn from entrepreneurial start-ups and the tech for good community? How can we cater for the changing expectations of generation Z and beyond in order to engage the supporters of tomorrow and generate lasting social impact? Is there a significant danger that the traditional charity structure will become obsolete in an increasingly networked and rapidly changing world?





Dan Sutch, co-founder and director, CAST, **Damien Austin-Walker**, head of digital, vInspired, **Mandy Johnson**, director of partnerships, Change.org, **Tris Lumley**, director of development, NPC

MORNING SESSIONS

09:00	Registration, coffee & networking
09:30	Chair's welcome, Tania Mason , editorial director, Civil Society Media
09:40	Opening keynote - Digital Governance - a new strategic imperative for the charities of tomorrow Mary McKenna MBE , tech entrepreneur and trustee, Centre for Acceleration of Social Technology (CAST), Social Care Institute for Excellence (SCIE) & vInspired

10:20	Back to the future: Where historical archives meet cloud computing James Warner , head of direct sales, KCOM and Will Webster , head of information technology, Commonwealth War Graves Commission	 
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11:00	Morning coffee break Product demonstrations from: asi
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	Stream A - Digital	Stream B - Data		Stream C - Strategy	Stream D - People & Culture
11:25	Chair's welcome Zoe Amar , consultant 	Chair's welcome Ivan Wainewright , CRM consultant 		Chair's welcome Rosie Slater , CIO, British Red Cross 	Chair's welcome Tania Mason , editorial director, Civil Society Media 
11:30	A1. Business transformation through digital technology In an ambitious push to reach an additional one million young people by 2026, The Prince's Trust has identified technology as the fastest and most effective way to achieve that vision. From launching a new website and IT systems, to employing rapid prototype methodology and encouraging a fail-fast mentality, David Ivell will describe the organisation's ongoing journey to making 'digital first' a reality. David Ivell , chief information officer, The Prince's Trust	B1. Delivering better data through Salesforce integration ABF The Soldiers' Charity recently replaced its grant-management system with a customised Salesforce solution. Attend this session to hear how two disparate systems, each performing critical functions, were successfully integrated to help the welfare team improve accuracy and efficiency and crucially, avoid duplication of data. Andrew Brady , IT manager, ABF The Soldiers' Charity & Tom Kington , technical consultant, MSM Software Solved		C1. The role of the CEO as 'digital champion' In an era of unprecedented change, where technology is no longer the back-office function it once was, the role of the chief executive is also evolving. This session will explore the transition of technology from business commodity to core competency, and the CEO's responsibility to act as a digital champion. Steve Ford will share his vision for Parkinson's UK as he begins on a journey to embed digital into the broader organisational strategy. Steve Ford , chief executive, Parkinson's UK	D1. Cyber security: Your people, your defence Last year saw a concerning increase in the number of data security incidents within the charity sector. This session will explore the main threats to look out for, as well as the best line of defence. Considering the fact that fifty percent of security breaches in 2015 were caused by inadvertent human error, Vince Warrington will focus specifically on steps you can take to educate and empower your people to ensure that information protection becomes a core business function. Vince Warrington , director, Protective Intelligence
12:05	Transit time				
12:10	A2. Driving engagement in a networked world A side-effect of the rapid advancement in technology is how it is affecting certain aspects of human behaviour, impacting on everything from our communication preferences to our attention spans. By striving to understand their supporters' lifestyles and wishes and placing these at the heart of their strategy, MSF-UK identified digital as the single most important channel for new supporters. This session will describe how the shift to an integrated digital strategy is succeeding in driving tangible engagement and has led to an overall increase in income of 77 per cent in just three years. Lee Butler , digital marketing manager and James Kliffen , head of fundraising, Médecins Sans Frontières UK	B2. ICO Surgery: Managing compliance in a changing regulatory landscape This session will serve as a timely update on the areas of privacy legislation affecting charities, including guidance on preparing for the upcoming EU general data protection regulation. Join this interactive session to raise any queries you might have with ICO about your working processes, to receive technical and legal guidance on ensuring compliance and to share concerns and solutions with your peers. Richard Marbrow , group manager, corporate governance, Information Commissioner's Office		C2. Beyond IT - your strategy, not technology, drives organisational transformation This session will remind us that in order to reveal the potential of technology, its value must be effectively communicated across the organisation. Nathan Baranowski will relay the main challenges he has encountered in his recent work to implement new technology at the Disabilities Trust, outlining the importance of going beyond the process to consider the vision and charitable goals, and imparting some practical suggestions for securing organisational buy-in. Nathan Baranowski , director, Ojo Solutions	D2. The heart of change - people first, process second Any successful change programme relies on an effective communications strategy, engaged people and a flexible working culture. At the National Trust, the key component of their three-year £40 million tech transformation programme has been achieving buy-in across the entire organisation. This session will reveal some practical challenges and solutions to driving engagement, from introducing innovative comms, through to building board-level confidence and ownership. Caroline Gray , communications & training manager and Nicola Quirk , PMO manager, The National Trust
12:45	Lunch				

Live Product Demonstrations

11:00 Morning coffee break -  ADVANCED SOLUTIONS INTERNATIONAL

AFTERNOON SESSIONS

“ Thought-provoking day that inspires me to look at our IT team / digital team / comms in a new light ”

Robin Bacon, ABF Soldiers’ Charity

13:50	<div>Take control! Social media storytelling</div> <div>Chris Michaels, head of digital & publishing, British Museum</div> <div>The British Museum</div>				
14:20	Transit time				
14:25	<div>A3. Digital collaboration: Working with partners to deliver innovation</div> <div>By developing partnerships and hosting hackathons, RLSB is pioneering the search for tech-based solutions to some of the most fundamental challenges facing young blind people, despite having limited in-house digital expertise. From developing a dating app which focuses on personalities, not selfies, to an initiative which will transform how digitally-impaired and print disabled people navigate the London Underground and global transport systems, this session is a powerful reminder of the inherent value of collaboration.</div> <div>Dr Tom Pey, chief executive, RLSB</div>	<div>B3. Lessons learned from implementing fundraising systems on CRM platforms</div> <div>With so many charities using mainstream CRM platforms for service operations, why are still only a small proportion using them for fundraising? Looking at Salesforce, Dynamics and Blackbaud, join three large UK charities to discuss their individual approaches, as well as their frustrations and successes to implementing fundraising systems on different CRM platforms.</div> <div>Ciara Bosworth, head of OneCRM, British Heart Foundation, Simon Capper, head of performance & insight, WaterAid and Rohan Putter, deputy director of fundraising - insight, planning & supporter care, Barnardo's</div>		<div>C3. What do Unified Communications really look like?</div> <div>In today's connected world the plethora of channels of communication can be overwhelming, particularly for charities operating in a variety of geographical locations. This session will explore how the social care charity Choice Support has implemented an enterprise-wide network solution, streamlining IT systems and improving connectivity, and how this approach is contributing to better governance, reduced costs and increased productivity.</div> <div>Matthew Lyner, communications expert, Newton IT Solutions and Vanessa Miles, head of ICT, Choice Support</div>	<div>D3. Building community in a digital workplace</div> <div>Flexible working is all well and good, but how can organisations keep 'virtual' employees engaged and maintain a sense of community among teams that are working remotely? The digital world plays a big role for people with cystic fibrosis, who are unable to meet in person due to the risk of infection. Hear how the Cystic Fibrosis Trust is using technology to enhance internal communications and build a sense of community among colleagues across the country, both with the condition and without, resulting in higher levels of staff engagement and a happier, more motivated workforce.</div> <div>Oli Lewington, engagement director, Cystic Fibrosis Trust</div>
15:00	Networking and refreshment break				
15:30	<div>A4. The Intelligent Cloud - shaping the future through digital transformation</div> <div>What is digital transformation? How can your charity benefit from the tools available to revolutionise internal operations, build supporter loyalty and improve communications? This session will guide you through how Microsoft and m-hance can support your charity to manage social tools available and how you can benefit from the analysis of the data these tools provide.</div> <div>Tory Cassie, business development, m-hance and Mike Gill, CRM business manager, Microsoft</div>	<div>B4. Best practice use of CRM in building meaningful supporter relationships</div> <div>In a digital society, donor expectations for how charities communicate with them are higher than ever. As our CRM systems become increasingly sophisticated, how can we leverage this to ensure our supporters feel valued as individuals? Join Rob from Blackbaud to explore some of the practical ways that your database can be used to increase supporter engagement and use your data most effectively to achieve your organisation's goals.</div> <div>Rob Gethen Smith, head of customer engagement, Blackbaud Europe</div>		<div>C4. Agile In Focus: What it means for English Heritage</div> <div>This session will explore the concept of agile methodology, using a practical example of how it is being applied to initiate digital change in a traditionally waterfall organisation. Tamsin Burwell will share some of the biggest challenges and benefits of working this way at English Heritage, including their approach to launching a responsive website and launching the Blue Plaques app.</div> <div>Tamsin Burwell, head of digital, English Heritage</div>	<div>D4. Is your workforce ready for the new reality?</div> <div>Don't be fooled by the word 'digital' in 'digital transformation' - this is a culture change process at its heart. As the pace of technology-fuelled change continues to accelerate, collaboration across all departments and specifically the role of HR is becoming increasingly important. From upgrading digital expertise across the organisation, to recruiting a diverse and digital-savvy workforce, this session will impart some practical steps for how to minimise resistance to change and ensure you have the right people and organisational culture in place to keep up with emerging trends and opportunities.</div> <div>Julie Dodd, digital transformation consultant</div>
16:05	<div>Panel discussion - Charities: ready for the future or ripe for disruption?</div> <div>Dan Sutch, co-founder and director, CAST, Damien Austin-Walker, head of digital, vInspired, Mandy Johnson, director of partnerships, Change.org, Tris Lumley, director of development, NPC</div> <div></div>				
16:50	Chair's closing remarks, Tania Mason, editorial director, Civil Society Media				
17:00	Networking drinks reception				

“ Informative, friendly environment that encourages discussions and thought ”

Chris Duncan, Devon Air Ambulance Trust

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