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Fundraising LIVE

in association with *Fundraising Magazine*

06.02.2020

ILEC Conference Centre, London

- Disruptive fundraising: the new era
- Engaging gamers and why esports isn't necessarily the answer
- Establishing high performing events
- Building successful corporate partnerships

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@CSFundraising #FundraisingLive



I am delighted to announce the agenda for Fundraising Live 2020, returning in its fifth year. This event provides an excellent platform for the fundraising community to come together, share ideas and experiences, and learn from the successes and failures of fellow professionals.

The last few years have seen unprecedented change in the sector, from increased data protection regulation to the rise of crowdfunding and digital giving. It has also been a period of soul-searching and reflection as the sector deals with issues such as harassment and bullying and ethical giving.

At this year's Fundraising Live you will be able to learn from organisations that are at the forefront of change in the industry. How organisations such as War Child are tapping into new and growing revenue streams in esports; how Save the Children has reinvented storytelling through the use of new technology; and how Cats Protection is embracing flexible working to retain talent and improve the working environment. You will also be able to listen to lively debate among the sector's leaders on topics such as building corporate partnerships, engaging with trustees and developing strong cross-functional teams.

There will also be ample opportunity to network with your peers during our signature speed networking session, interactive breakouts and complimentary drinks reception at the end of the day.

We look forward to welcoming you and your team in February for another inspiring and uplifting event.

Stephen Cotterill
Editor, Fundraising Magazine

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PAST ATTENDEES INCLUDE:

- Mind
- Cats Protection
- Age UK Lincoln
- Moorfields Eye Charity
- Prince & Princess of Wales Hospice
- Charity for Civil Servants
- Blue Cross
- Brain Tumour Charity
- Dogs Trust
- Meningitis Now
- Prostate Cancer UK
- Migrant Help UK
- Child Autism UK
- Diabetes UK
- Borderline
- Cycling UK
- Nottingham University Hospitals Charity
- Plan UK
- Prince's Trust
- MS Society
- National Trust
- Carers Trust
- RNLI
- Weston Park Hospital Cancer Charity

PROGRAMME

08:30	Registration, refreshments, networking and time to visit exhibition		
09:15	Chair's welcome: Stephen Cotterill , editor, <i>Fundraising Magazine</i>		
09:20	Plenary: Disruptive fundraising – the new era <ul style="list-style-type: none"> Exploring Barnardo's strategy to achieve record annual income Effectively implementing a ten-year fundraising plan Incorporating trusts, workplace giving, philanthropy, individual giving and trading Developing outstanding fundraising through corporate partnerships Innovating successful, large-scale fundraising events Javed Khan , chief executive officer, Barnardo's		
10:00	Speed networking		
10:50	Networking and refreshment break		
11:20	Stream A – Creating a dynamic working culture Chair: Stephen Cotterill , editor, <i>Fundraising Magazine</i>	Stream B – New paradigms for fundraising Chair: Gareth Jones , head of editorial, Civil Society Media	Stream C – Innovation at the heart of success Chair: Priya Kantaria , fundraising reporter, Civil Society Media
11:25	1A. Maintaining a dynamic fundraising team with evolving regulations <ul style="list-style-type: none"> Levy compliance Increasing transparency Investigating complaints Setting high standards for fundraisers Increasing public trust in fundraising Gerald Oppenheim , chief executive, Fundraising Regulator	1B. Establishing high performing events – key learnings from successes and disasters for new and existing events <ul style="list-style-type: none"> Launching new events and scaling up existing ones Setting parameters and benchmarks for success Maximising events to optimise revenue Learning from best practice in the charity sector Delivering outstanding results Michael Dent , executive director of supporter income and engagement, WWF	1C. Engaging gamers and why esports isn't necessarily the answer <ul style="list-style-type: none"> How War Child started working with the gaming sector Streaming (Twitch, YouTube, Mixer etc) and the metrics Where gamers reside and where you should be What are the challenges of entering the gaming sector? The reality behind esports and streamers and why it might not be for you Wayne Emanuel , head of gaming partnerships, War Child UK
12:05	Transit time		
12:10	2A. Panel: Key criteria for cross-functional teams <ul style="list-style-type: none"> Implementing a nimble approach Putting projects rather than functions at the heart of business structure Investing in employees for long-term mutual benefit Embedding purpose and values through all areas of an organisation Developing a clear, measurable plan to live those values Sam Afhim , director of fundraising and communications, Freedom from Torture Kizzy Gardiner , head of UK giving and supporter engagement, ShelterBox Lizzi Hollis , head of corporate partnerships and engagement, Richard House Children's Hospice Dhivya O'Connor , former chief executive officer, Children with Cancer	2B. Panel: Enhancing the fundraiser-trustee dynamic <ul style="list-style-type: none"> Increasing engagement between senior decision makers, trustees and fundraisers Influencing and persuading trustees to support and promote dynamic working processes and structures Engaging trustees with changes in fundraising best practice Communicating effectively with senior staff and trustees Creating a role for fundraising trustees Joyce Fraser , founder and chair of trustees, Black Heroes Foundation Jaipreet Kaur , trustee, Binti International, and philanthropy manager, All We Can Catherine Miles , trustee, Women for Women International, and director of fundraising, Battersea Layla Yarjani , co-founder and COO, NEXTGen Unicef	2C. Panel: Utilising new media and platforms <ul style="list-style-type: none"> Two-way engagement rather than one-way messaging Establishing a consistent voice and persona online Building engagement and converting awareness into action Improving understanding between donors and beneficiaries Maintaining integrity during innovation and pilot schemes Athar Abidi , head of social media, British Heart Foundation Philli Boyle , head of partnerships, Help Refugees Michael Keating , head of digital, Samaritans
12:50	Lunch		

13:50	Plenary: Innovation in fundraising and supporter experience <ul style="list-style-type: none"> Fundraising trends to help you diversify and grow income Which charities are pushing the boundaries with fresh new approaches New tech and tools to help you stay ahead of the curve Sandra Luther , head of charity partnerships, JustGiving		
14:30	Transit time		
14:35	3A. Creating a positive, safe workplace <ul style="list-style-type: none"> Handling harassment and getting it right Workplace bullying and how to prevent it Dealing with harassment in the workplace Creating a supportive working culture with wellbeing and mental health at the core Promoting a positive ethos of diversity and inclusion Dan Guinness , director, Good Lad Initiative	3B. Increasing the impact of ambassadors <ul style="list-style-type: none"> Best practice, due diligence and selection criteria Selecting the right influencers, ambassadors and partners to endorse the message Developing strong and impactful partnerships with ambassadors and influencers Increasing awareness and inspiring action Keeping fundamental values at the core of fundraising Rachel Mackenzie , media and celebrity manager, Mind	3C. "Getting more out of death" <ul style="list-style-type: none"> How to increase charitable legacy donations - Death in a digital world Simplifying the jargon - easier, cheaper and better for all New income streams Sharing is caring - tapping into digital virality Phil Zeidler , co-founder, DeadHappy
15:10	Networking and refreshment break		
15:40	4A. On-stage interview with Jo Swinhoe <ul style="list-style-type: none"> Hearing the latest thinking on fundraising Effectively setting benchmarks and best practice Overcoming challenges and barriers to new working practices Providing strong leadership in changing times Jo Swinhoe , director of fundraising and engagement, NSPCC	4B. How flexible working benefits fundraisers and organisations <ul style="list-style-type: none"> Making the case for flexible working for mutual benefit Maintaining a positive work-life balance that supports mental health Working in a time and space that enhances productivity Matching 'always on' needs of donors with flexible employee working Case studies of charities doing it well Emily Casson , digital marketing manager, Cats Protection	4C. Video and new media in storytelling <ul style="list-style-type: none"> Storytelling as the key building block of connection Creating powerful visuals and strong messaging Ensuring storytelling and branding build connection with supporters Maximising the unprecedented ability to increase authenticity and bring supporters closer Inspiring action and raising awareness with strong messaging Gemma Sherrington , executive director, fundraising and marketing, Save the Children
16:20	Transit time		
16:25	Panel: Building successful corporate partnerships <ul style="list-style-type: none"> Aligning goals and aims for successful partnerships Ensuring partnerships provide benefits for all involved Maximising revenues with strong corporate partnerships Building on successful partnerships year on year Driving innovation within established partnerships to maximise revenue Amit Aggarwal , director of corporate partnerships, Great Ormond Street Hospital Children's Charity and Sparks Charity Suzy Christopher , charity and community director, BT Harriet Gugenheim , director of philanthropy and partnerships, Impetus Sandy MacDonald , global head of corporate sustainability, Standard Life Aberdeen Katherine Woods , partnerships development lead, Action for Children		
17:00	Drinks reception		

QUICK REGISTRATION

	Early bird (before 29 November)	Final release tickets (after 29 November)
Charity delegate	£1 99.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places)	£599.00 + VAT	£649.00 + VAT
Non-charity delegate	£699.00 + VAT	£749.00 + VAT

Delegate name (Inc. title)	Position	Email	Your sessions (write letter A-C in box provided)
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The conversations you can't miss

“Excellent opportunity to network and to learn from others about their ongoing challenges and successes. Very interesting sessions with lots of opportunity to ask questions.”

Debbie Osborne, Cats Protection

“This was one of the best fundraising conferences I've attended – there were great knowledge sharing opportunities and fantastic networking. The chosen topics and speakers were interesting and engaging.”

Toni Ollier, Papyrus Prevention of Young Suicide



“Overall a really beneficial day, excellent presentations which felt applicable regardless of charity size.”

Olivia Howarth, Moorfields Eye Charity

“Fundraising Live was well organised, informative and inspiring and the selection of speakers were just right for all types of organisation. My first one so I will definitely be returning next year!”

Sarah Ingram, Norwich & Central Norfolk Mind

SPEAKERS INCLUDE

