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CHARITY TECHNOLOGY CONFERENCE 2017

09.11.2017
The Mermaid, London



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 twelfth year, this year's programme will showcase innovation across the sector, demonstrating technology playing an integral role in influencing a variety of functions within charities of all shapes and sizes.

With inspiring plenaries from Marie Curie's journey to embedding digital transformation through to a panel debate centring on the role of technology in enhancing public trust, we have tried to balance thought leadership with practical sessions delivered by expert speakers in four breakout streams. There will be a variety of topics across key themes of data, digital, leadership and innovation in order for you to tailor your day to suit your organisation's priorities.

Highlights include an in-depth look at the evolving role of CRM in the light of incoming EU data regulation, how to invest wisely for the future, and examples of organisations making the most of

disruption and new technologies such as virtual reality and blockchain to further their mission. What we see this year for the first time is a clear shift to examining the role of digital in service delivery, as well as the challenge to retain the human element in a sector defined by people.

As always we have incorporated plenty of opportunities for networking and debate, as well as an interactive exhibition and live product demonstrations. The event will end with a complimentary drinks reception at which to unwind and reflect on the day's learning together. We 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.

We very much hope to see you and your teams on 9 November for what promises to be a valuable and inspiring day.

K Weakley

Kirsty Weakley
Lead technology journalist, civilsociety.co.uk

This conference is accredited by the CPD Standards Office and this activity equates to 5 hours of CPD. Delegates will be provided with a certificate of attendance, which should be kept within your CPD record, and can be used as evidence in a CPD audit by a professional institute or regulator.

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SPEAKERS INCLUDE



PROGRAMME AT A GLANCE

09:00	Registration	12:45	Lunch
09:30	Chair's welcome	13:50	Afternoon sessions
09:40	Opening keynote	16:10	Closing panel discussion
10:20	Plenary - Depaul UK & KCOM	16:55	Chair's closing remarks
11:25	Morning sessions	17:00	Networking drinks reception



OPENING KEYNOTE 09:40 - 10:20

Transforming traditional organisations into digital leaders

In a sector passionately driven by delivering impact for its beneficiaries, the role and scope of technology to enhance organisational effectiveness is constantly changing. As Marie Curie approaches its seventieth anniversary, Dr Jane Collins and Steve Armstrong will focus on the assumptions surrounding technology and the cultural shifts required to deliver change at both employee and board level. They will share the progress and the pitfalls of establishing an agile digital team and embedding digital transformation, the characteristics of 'digital' within Marie Curie and the role of technology in an organisation where care is still very much at the core of service delivery.

Steve Armstrong, head of digital, Marie Curie and **Dr Jane Collins**, chief executive



PLENARY 10:20 - 11:00

Balancing the digital demand with the human touch

How can technology innovate a 30-year programme heavily reliant on human connection and trust? Facing the challenge of expanding their Nightstop UK service to all beneficiaries, Depaul wanted to utilise a digital solution without losing the profound impact of the open & trusting relationships driving the programme. This session will chart the charity's journey, from identifying a technological solution to Nightstop's challenges, to overcoming limited resources to make it a reality, while also changing internal and external culture to ensure Nightstop continues to provide a lifeline.

Paul Bulmer, head of propositions, KCOM and **Nicola Harwood**, head of Nightstop UK, Depaul UK

CLOSING PANEL DISCUSSION 16:10 - 16:55

Transparency and trust - what role can new technologies play in rebuilding public trust?

Could technology hold the key to enhancing transparency and understanding, therefore helping to build trust and confidence in charities? Our panel will consider some of the emerging tools and techniques driving change across the sector, from service delivery to charitable reporting, fundraising and communications, and their potential role in championing openness, driving best practice and ultimately turning the tide of public opinion.

Chair - **Tris Lumley**, director of innovation & development, New Philanthropy Capital

Panellists - **Rhodri Davies**, programme leader, giving thought, Charities Aid Foundation (CAF), **Rosie Slater-Carr**, chief information officer, British Red Cross, **Rebecca Sycamore**, executive director of fundraising & communications, St Mungo's and **Paul Vanags**, head of public fundraising, Oxfam GB

MORNING SESSIONS

09:00	Registration, coffee & networking
09:30	Chair's welcome, Tania Mason , editor, <i>Governance & Leadership</i>
09:40	Opening keynote - Transforming traditional organisations into digital leaders Steve Armstrong , head of digital and Dr Jane Collins , chief executive, Marie Curie

10:20	Plenary - Balancing the digital demand with the human touch Paul Bulmer , head of propositions, KCOM and Nicola Harwood , head of Nightstop UK, Depaul UK
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11:00	Networking & refreshment break - Better Now product demo
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	Stream A - Digital	Stream B - Data & Compliance		Stream C - Leadership	Stream D - Innovation
11:25	Chair's welcome Mandy Johnson , incoming chief executive, Small Charities Coalition 	Chair's welcome Ivan Wainewright , data consultant 		Chair's welcome Tania Mason , editor, <i>Governance & Leadership</i> 	Chair's welcome Samantha Sparrow , associate, fuse programme lead, CAST 
11:30	A1. Using social channels as a platform for more courageous storytelling This session will look at examples from two healthcare charities using social media to give an authentic public voice to their beneficiaries. From takeover twitter accounts through to user-led blogs and vlogs, this conversation will explore the impact of courageous digital storytelling to engage donors and enhance supporter empathy, as well as considering the practical implications and how to mitigate some of the associated risks. Sam Billington , head of digital, Shift.ms and Eve Critchley , head of digital, Mind	B1. CRM: A legacy from the past or essential for the future? A good Constituent Relationship Management (CRM) solution has been the backbone back-office tool for charities over the last 20 years, and when used properly has transformed the way charities operate. But will this always be the case? In this session Rob Gethen Smith will discuss the future role of CRM technology as a key enabler of non-profit success in a digital age. Rob Gethen Smith , head of customer engagement, Blackbaud Europe		C1. PANEL: Is recruitment ripe for digital disruption? Having had a game-changing impact on many industries, the influence of digital technologies on recruitment has been more subtle. But while the ability to attract and retain talent remains a major challenge for the charity sector, is now the time to consider some of the emerging opportunities? Our panel will discuss the increasing role of technology and social in what is fast-becoming a candidate-driven industry, and offer some solutions as to how charities can ensure they stay ahead of the curve in order to secure the best talent. Chair: Zoe Amar , digital consultant Panellists: Anu Hautalampi , digital manager, Care International UK, Girish Nair , head of engineering, Comic Relief and Stephanie Wilson , partner, head of technology & transformation, GatenbySanderson	D1. Beyond IT: Driving value through technology This session will serve as a reminder that in order to reveal the true potential of technology, we all need to dare to dream. With technology changing the way we interact with one another, consume information and engage with stakeholders, harnessing the right solutions is the key to any organisational strategy. Through practical examples and insight from charity case studies, Nathan Baranowski will share the challenges & solutions he has experienced in organisations moving from 'digital despair' to true innovation. Nathan Baranowski , director, Ojo Solutions
12:05	Transit time				
12:10	A2. Case study: The practicalities of planning, developing and marketing a mobile app from scratch Using Microsoft's cross-platform software Xamarin and Azue, learn how the Royal College of Paediatrics and Child Health (RCPCH) have embraced pioneering mobile technology to deliver immediate, evidence-based guidance for frontline healthcare. Tom Kington and Rebecca Walters will share the success of the online support tool, Paediatric Care Online (PCO) and will outline how to plan, develop & market a secure mobile app that works anywhere on any device, even without an internet connection. Tom Kington , technical consultant, Software Solved and Rebecca Walters , business manager PCO, RCPCH	B2. Marine Conservation Society case study: Dealing with the data demand This session will explore steps taken by a traditional organisation with limited resources to enhance its effectiveness through more efficient use of data. Kevin Brewer will explain the charity's challenges caused by managing separate data sets to serve different audiences, and the project undertaken to initiate a more integrated approach. He will share some of the lessons learned as well as the ongoing benefits, which range from a significant reduction in man hours for data processing, through to the enhanced reach and impact of their campaigning. Kevin Brewer , data manager, Marine Conservation Society UK		C2. Asthma UK case study: Lessons in digital leadership With 'digital transformation' remaining the biggest buzzwords in charity tech, this session will explore what that really means. In order to deliver truly effective and sustainable change, leaders must go beyond the technical requirements in order to fundamentally reshape their environment. Kay Boycott will share her personal approach and some of the key challenges faced on Asthma UK's journey to digital. Fundamentally, she argues that the emphasis must be placed not on the technology but your people. Kay Boycott , chief executive, Asthma UK	D2. Royal Trinity Hospice case study: Unlocking the potential of virtual reality Virtual reality has been increasingly deployed by fundraisers looking to immerse, inspire and engage their donors, but what are the implications for beneficiaries? With its potential for medical care untapped, Royal Trinity Hospice is piloting the use of virtual reality to allow patients to achieve their 'bucket lists', offering them the opportunity to take part in experiences they may have missed. Hear from Letizia Perna-Forrest who will outline an innovative application of this technology and will discuss how other charities, even smaller ones, can emulate their initial success. Letizia Perna-Forrest , head of patient and family support, Royal Trinity Hospice
12:45	Lunch & networking break				

Live Product Demonstrations

11:00 Morning coffee break - **BETTER NOW**

AFTERNOON SESSIONS

“ Really enjoyable event. I now feel encouraged and have the confidence to digitise our charity further! ”

Jonathan Payne, Plunkett Foundation

13:50	A3. PANEL: How smart fundraising is about taking donors on a journey Fundraising is the lifeblood of any charity. With the continued rise of new technologies offering unprecedented opportunities for innovation, our panel will examine what smart fundraising really looks like, and the technology required to deliver it. Hosted by Salesforce.org, this interactive session will discuss the role your CRM and other digital solutions have to play in enhancing donor experiences. Hosted by Salesforce.org Panellists to be announced	B3. Driving engagement: Learning from the membership model Can charities adopt the framework of membership-based organisations to develop long-lasting relationships with their supporters? This session will explore some of the potential learnings from successful techniques and solutions being employed by membership organisations. Focusing on the importance of data management, supporter engagement and the strategic use of technology as a powerful tool in engaging your supporters, Jeremy Jalie will impart practical advice on how you could improve communications and foster more meaningful relationships Jeremy Jalie, performance improvement leader, ASI Europe		C3. Debate: The pros and cons of the digital trustee Is recruiting a tech-savvy board member the simple answer to staying ahead of the curve? With organisational and digital strategies increasingly merging, this session will question the role of the board to drive development and innovation while also effectively assessing risk. Join us to share your own experiences and thoughts as we debate the definition of the ‘digital trustee’. What are the potential benefits and hidden risks of taking this approach to digital governance? Megan Griffith Gray, head of planning, digital and communications, NCVO and Jamie Ward-Smith, co-founder, Do-it.org & chair, Co-op Foundation	D3. Action for Children case study: Transitioning to digital service delivery With a large number of children’s centres being closed or reduced, Action for Children face a new challenge. How can they continue to deliver essential support to disadvantaged parents and families without the physical spaces they are accustomed to? This session will chart their journey to embrace change in the way they deliver services, adopting a user-led approach and exploring the potential of digital solutions. Lynn Roberts, head of digital and Rachael Townley, digital services manager, Action for Children
14:25	Transit time				
14:30	A4. Tech matters: How small and medium charities can bridge the digital divide The reality of the information age means digitally immature organisations risk their relevance and reach, threatening the ability to effectively deliver their mission. With under-resourced charities struggling to keep pace with the larger brands, this session will explore the work of The Good Things Foundation in enabling smaller charities to benefit from advances in technology. Helen Milner will share some inspiration from real organisations operating on a shoestring, which have been able to upskill their workforce in digital capabilities, delivering tangible results including increased revenues, impact and sustainability. Helen Milner, chief executive, Good Things Foundation	B4. GDPR in focus: Preparing for incoming EU data regulation The incoming GPDR regulation in May 2018 will have a big impact on charities, changing the way you store, collect and dispose of data. With less than a year before it comes into force, is your charity compliant? Join Tory Cassie and James Glover to learn what this new regulation means for your organisation and how Microsoft Dynamics 365 (CRM) has been tailored to meet the new demands of the GDPR. Tory Cassie, senior business development manager and James Glover, solutions architect, m-hance		C4. Investing for a digital future and changing beneficiary behaviours It is widely recognised that the generation dubbed ‘digital natives’ are communicating, socialising and learning in different ways. When it comes to offering advice and support, the charity Relate has had to adapt its approach in order to respond to changing behaviours and a 24/7 demand for support, introducing new services such as live chat and webcam counselling. Chris Sherwood will relay some of the challenges to achieving organisational buy-in, justifying the investment and why he believes it is crucial to consider the long-term trajectory in order to remain relevant and protect your charity’s digital legacy. Chris Sherwood, chief executive, Relate	D4. An introduction to blockchain: What does it mean for charities? Blockchain is increasingly dominating discussion in the technology sector, and although few charities are familiar with the technology it will almost certainly play an increasingly important role in years to come. This session will look at various ways blockchain technology will impact on charities, from the creation of social good currencies through to radical end-to-end donation transparency. Highlighting how this could influence everything from fundraising techniques to governance structures, Rhodri Davies will explore the potential opportunities as well as some of the emerging challenges. Rhodri Davies, programme leader, giving thought, Charities Aid Foundation (CAF)
15:05	Networking & refreshment break				
15:30	A5. How to assess and advance your organisation’s digital maturity This session will focus on an online tool developed by Breast Cancer Care to measure their digital capability and impact against their target state. Now being used by hundreds of charities across the UK, Jo Wolfe will discuss some key findings emerging from this simple self-assessment device. Identifying the main factors driving digital maturity as well as some of the most prevalent barriers, she will reflect on the progress being made across the sector and offer practical advice for accelerating your own organisation’s digital capacity. Jo Wolfe, assistant director of digital, Breast Cancer Care	B5. Fraud & cybercrime: How to prepare for the unexpected Technology can unlock fresh opportunities for organisations of any size, but with the ability to share information effortlessly and instantly comes increased risk of exposure to criminals. With recent research indicating cybercrime accounted for more than 50% of all reported crimes in the UK last year, how can you ensure your charity stays safe & secure online? Drawing on his extensive experience John Unsworth will offer practical guidance, outlining best practice for data protection, how to effectively assess cyber-risk, and how to promote cyber awareness in your organisation. John Unsworth, chief executive, London Digital Security Centre (LDSC)		C5. Charities in 2020: Will the traditional IT team be obsolete? Emerging technologies coupled with a new tech-savvy generation have left many traditional office functions irrelevant and outdated. With the rise of mobile and cloud-based solutions offering better agility, speed and scale, the role of the conventional IT team is rapidly changing in remit and scope. This session will explore the impact of these changes on charities of all sizes and some of the challenges, including knowing how, when and what to invest in. From developing tech-savvy executives in every department through to considering the shifting relationship between organisational departments, how might existing IT and digital teams adapt in order to effectively meet the pace of change? Ian Williamson, ICT director, Unicef UK	D5. Learning from digital transformation in arts and culture In this session Chris Michaels will share some of the steps he is taking to bring real, meaningful and lasting change to the National Gallery, an institution which will be 200 years old in 2024. With the concept of digital as separate now being outdated, the cultural sector is embracing technological developments and demonstrating tangible impact across operations, reach and revenues. This session will examine the role of immersive media and other emerging technologies in disrupting preconceived notions about how the public engage with all types of organisations, as well as sharing some of the challenges faced by the National Gallery in reaching their digital ambitions. Chris Michaels, digital director, National Gallery
16:05	Transit time				
16:10	PANEL: Transparency and trust - what role can new technologies play in rebuilding public trust? Chair - Tris Lumley, director of innovation & development, New Philanthropy Capital Panellists - Rhodri Davies, programme leader, giving thought, Charities Aid Foundation (CAF), Rosie Slater-Carr, chief information officer, British Red Cross, Rebecca Sycamore, executive director of fundraising & communications, St Mungo’s and Paul Vanags, head of public fundraising, Oxfam GB				
16:55	Chair’s closing remarks				
17:00	Networking drinks reception				



QUICK REGISTRATION

Early bird (booking made by 29 Sept)		Bookings after 29 Sept	
Small charity (income <£250k)	£199		£199
Charity delegate	£259		£309
Charity Team Ticket (up to 4 places)	£639		£769
Non-charity delegate	£699		£749

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2.				11:30	☐	12:10	☐	13:50	☐	14:30	☐	15:30	☐
3.				11:30	☐	12:10	☐	13:50	☐	14:30	☐	15:30	☐
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