






This program is correct at time of writing but may be subject to change

DAY ONE: Tuesday 19 th June 2018		
12:30pm	Registration open	
1pm-2pm	Lunch	Sponsored by 
2pm-2:50pm	<p>SESSION 1.1 -//- La Trobe Ballroom La Trobe Ballroom</p> <p>Australian Marriage Equality partners with digital advocacy and fundraising for stellar results <i>Adam Knobel, Digital Campaign Director, Equality Campaign/Australian Marriage Equality</i></p>	
		Sponsored by 
2:50pm-3:35pm	<p>SESSION 1.2 - New and next technologies for digital fundraising and nonprofit innovation//- La Trobe Ballroom <i>James Herlihy, Digital Strategist, Pareto Fundraising</i></p>	
3:35pm-4:05pm	Afternoon tea	Sponsored by 
4:05pm-5:05pm	<p>SESSION 2 //- La Trobe Ballroom IWITOT (I wish I'd thought of that!) <i>(7x7 mini presentations from charities and NFPs)</i> CHAIR: <i>Jonathon Grapsas, Founder & CEO, flat earth direct</i></p>	
		Sponsored by 
DAY TWO: Wednesday 20 th June 2017		
8:15am-9am	Arrival tea/coffee	
9am-10am	<p>SESSION 3A.1//- La Trobe Ballroom Look mum – no DM, no F2F, no T&F, no BQ – how FightMND used digital platforms to raise \$30m in three years <i>James Garland, Director, Garland Blanchard</i></p>	
	La Trobe Ballroom	Fitzroy Ballroom
10:05am-10:50am	<p>SESSION 3A.2 Starlight Children's Foundation jumps for joy after '7 days of Happy' <i>Justine Lewis, Individual Giving Manager, Starlight</i></p>	<p>SESSION 3B.2 The impact and execution of online matched giving campaign significantly boosts ASRC winter appeals results <i>Alan White, Fundraising Manager, Asylum Seeker Resource Centre</i></p>
10:50-11:20am	Morning tea	
		Sponsored by 
11:20am-12:05pm	<p>SESSION 4A.1 Tracking – it ain't sexy, but its vitally important <i>Sibon Schouten, Head of Growth Executive, Leafcutter</i></p>	<p>SESSION 4B.1 Welcome aboard – we love you! <i>Shanelle Newton-Clapham, Founder & CEO, Parachute Digital Marketing</i></p>

<p>12:10pm-12:55pm</p>	<p>SESSION 4A.2 Doing a lot with a little <i>FACILITATOR: Nuz Hameed, Account Director, Donor Republic</i> <i>PANELLISTS: Breanna Owen, Marketing & Fundraising Coordinator, Foodbank NSW & ACT / Michelle Tobin, Marketing & Fundraising Manager, Hutt St Centre / Erin Kiely, Campaign Coordinator, Children's Hospital Foundation QLD</i></p>	<p>SESSION 4B.2 Digital acquisition case studies: 1) World Animal Protection brings Facebook advertising in-house to great effect <i>Jo Coulter, Individual Giving Manager, World Animal Protection</i> 2) Small is beautiful...using digital to run successful lead conversion on the whiff of an oily rag <i>Healthier Bruer, Fundraising Officer, Environment Victoria</i></p>
<p>12:55pm – 1:55pm</p>	<p>Lunch</p>	
<p>1:55pm-2:45pm</p>	<p>SESSION 5A.1 How to use Facebook to acquire, retain, engage & inspire your supporters <i>Luke Edwards, Director, Elevate Fundraising</i></p>	<p>SESSION 5B.1 CARE Australia lifts online engagement with new donor-focussed approach <i>Amelia Taylor, Editor and Content Strategist, CARE Australia</i> <i>Edward Murphy, Digital Director, CARE Australia</i></p>
<p>2:50pm – 3:40pm</p>	<p>SESSION 5A.2 Australia for UNHCR innovates with chatbots for fundraising success <i>Michael Turnley, Head of Digital (Marketing, Engagement & Fundraising), Australia for UNHCR</i></p>	<p>SESSION 5B.2 Three secrets to superb supporter experiences at any scale <i>Meredith Dwyer, Director, HomeMade Digital</i></p>
<p>3:40pm - 4:10pm</p>	<p>Afternoon tea</p>	
<p>4:10pm-5:00pm</p>	<p>SESSION 6 //La Trobe Ballroom Hot off the press – best practices and poor performance identified in new international online fundraising benchmarking project <i>Joshua Crowther, Executive Director, Dunham & Company</i></p>	
<p>5:00-5:10pm</p>	<p>Closing Remarks</p>	