


Doltone House, Darling Island Wharf, Sydney




PROGRAM OVERVIEW

Conference Partner

paretofundraising

EXPERTISE | INTEGRITY | PASSION

DAY ONE: Tuesday 28 th August		
7:30am	Registration & arrival tea/coffee	
8am - 10am	PARKVIEW ROOM SESSION 1 - Masterclass 1 Boards are from Mars; fundraisers are from Venus GAVIN COOPEY, <i>Director, More Strategic</i>	
10am - 10:30am	Morning tea	
10:30am - 12noon	SESSION 2 - Masterclass 1 (cont.)	
12noon - 1pm	Lunch	
1pm - 3pm	SESSION 3 - Masterclass 2 How to create a new, proven cross-platform, relationship-building strategy BILL TOLIVER, <i>Founder & Director, The Matala Line, USA</i> Sponsored by paretofundraising <small>EXPERTISE INTEGRITY PASSION</small>	
3pm - 3:30pm	Afternoon tea	
3:30pm - 5pm	SESSION 4 - Masterclass 2 (cont.) Sponsored by paretofundraising <small>EXPERTISE INTEGRITY PASSION</small>	
DAY TWO: Wednesday 29 th August		
8:15am - 9am	Arrival tea/coffee	
9am - 10am	NORTH & MID WHARF SESSION 5 Embracing a new ecosystem for social impact BILL TOLIVER, <i>Founder & Director, The Matala Line, USA</i> Sponsored by paretofundraising <small>EXPERTISE INTEGRITY PASSION</small>	
10am - 10:30am	Morning tea Sponsored by 	
10:30am - 11:15am	NORTH & MID WHARF SESSION 6A 6A.1 Tactics you can employ today to improve retention and increase revenue FIONA MCPHEE, <i>Strategy Director, Pareto Fundraising</i>	PARKVIEW ROOM SESSION 6B 6B.1 UNICEF adopts more donor-centric approach to telefundraising ASHLEY ROSE, <i>CEO Mondial Fundraising</i> GEORGINA MURRAY, <i>Direct Marketing Manager - Loyalty, UNICEF Australia</i>
	6A.2 Fred Hollows builds mid-value donor program beyond expectations ROZ BROWN, <i>Retention Manager, The Fred Hollows Foundation</i>	6B.2 Plan rejuvenates regular giving program with new product TOM DUGGAN, <i>Fundraising Manager (Regular Giving), Plan International Australia</i>
	11:20am-12:05pm	

12:05pm-1:05pm	Lunch	
1:05pm-1:55pm	NORTH & MID WHARF SESSION 7.1 Disrupting with Delighters and #DonorLove SIMON SCRIVER, CFRE, <i>Coach, Consultant & Trainer, Changefundraising.com, Ireland</i> Sponsored by 	
2pm - 3pm	NORTH & MID WHARF	PARKVIEW ROOM
	7A.2 Face-to-Face - maximising outcomes in a changing world PANEL CONVENOR: PAUL TAVATGIS, <i>Advisory Partner, Lambrook Hampton</i> PANELLISTS: SOPHIE HELOU, <i>Donor Acquisition Manager, Red Cross Australia</i> // PETER HILLS-JONES, <i>CEO, Public Fundraising Authority</i> // RACHEL BRINE, <i>Co-Founder & Director, The Fundraising People Australia & NZ</i>	7B.2 Going to the Chapel - acquisition goes off the charts with an attraction-based brand LEE COOPER, <i>Head of Innovation, Strategy & Social Impact, The Wayside Chapel</i> LUKE EDWARDS, <i>Director, Elevate Fundraising</i>
3pm - 3:30pm	Afternoon tea	
3:30pm - 4.20pm	8A.1 Always on - The Smith Family's new multi-channel approach to regular giving acquisition JAMES WATKINS, <i>Child Sponsorship Manager, The Smith Family</i> LISA ALLAN, <i>Head of Marketing, The Smith Family</i>	8B.1 Direct response fundraising for small charities - starting from ground zero JONATHON GRAPSAS, <i>Founder & Director, flat earth direct</i>
4.25pm - 5pm	NORTH & MID WHARF SESSION 8.2 To be Advised Sponsored by 	
5pm - 7pm	Networking Drinks Sponsored by 	
DAY THREE: Thursday 30th August		
8:15am - 9am	Arrival tea/coffee	
9am - 10am	NORTH & MID WHARF SESSION 9 From Gandhi to Google - harnessing the higher potential of new media BILL TOLIVER, <i>Founder & Director, The Matala Line, USA</i>	
10am - 10:30am	Morning tea	
10:30am - 11:15am	NORTH & MID WHARF	PARKVIEW ROOM
	SESSION 10A 10A.1 Vision Australia adopts new bequest approach and 50-year horizon MARCUS BLEASE, <i>Co-founder & Director, Donor Republic</i> LUKE BELL, <i>General Manager Fundraising, Vision Australia</i>	SESSION 10B 10B.1 Lighthouse Foundation innovates for exponential fundraising result JANET GRIMA, <i>Director of Marketing & Fundraising, Lighthouse Foundation</i>
11:20am - 12.05pm	10A.2 Small Budget, Big Impact SIMON SCRIVER, CFRE, <i>Coach, Consultant & Trainer, Changefundraising.com, Ireland</i> Fundraising, Vision Australia	10B.2 ActionAid Australia pilots new peer-to-peer campaign with impressive results SHANNON FLEMING, <i>Head of Fundraising, ActionAid Australia</i> RACHEL PHILLIPS, <i>Digital Strategist, ActionAid Australia</i>

12:05pm-1:05pm	Lunch	
1:05pm-1:50pm	NORTH & MID WHARF SESSION 11A	PARKVIEW ROOM SESSION 11B
	11A.1 Revealed - the drivers of powerful fundraising organisations - exclusive research findings MARTIN PAUL, <i>Director, More Strategic</i>	11B.1 Peter Mac trials DRTV, Facebook and value exchange for successful regular giving acquisition ANNA JONES, <i>Communications Manager, Peter MacCallum Cancer Foundation</i> JULIA CAMERON, <i>Fundraising Direct Marketing Manager, Peter MacCallum Cancer Foundation</i>
1:55pm - 2:40pm	11A.2 The future of fundraising, as foretold by the world's top fundraisers DOMINIQUE ANTARAKIS, <i>Head of Content Strategy, heart for causes</i>	11B.2 Shepherd Centre future-proofs through diversification and identifying new source of supporters TATIANA ISAACS, <i>Director of Fundraising and Communications, The Shepherd Centre</i>
2:40pm - 3:10pm	Afternoon tea	
3:10pm - 4:10pm	NORTH & MID WHARF	
	SESSION 12.1 Donor acquisition - what's working and what's not - panel discussion PANELLISTS: JAZZMIN FAREY, <i>Direct Marketing Manager, Barnardos</i> // WAYNE SAMPSON, <i>Direct Marketing Manager, Vision Australia</i> // LUKE EDWARDS, <i>CEO, Elevate Fundraising</i> // MAGDA KUBICKA, <i>Direct Marketing Manager, Médecins Sans Frontières</i> // PAUL BENJAMIN, <i>Annual Giving Director, The Salvation Army, Eastern Territory</i>	
4:10pm - 5:05pm	SESSION 12.2 Let's all mystery shop together! Donor relations lessons from the trenches SIMON SCRIVER, <i>CFRE, Coach, Consultant & Trainer, Changefundraising.com, Ireland</i>	
5:05 - 5:15pm	Closing remarks	

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