








## PROGRAM OVERVIEW


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

### DAY ONE: Thursday 13<sup>th</sup> June 2019

8am	Registration & arrival tea/coffee	
0900 - 1030	<p><b>Meeting Room 105</b></p> <p><b>SESSION 1A- Masterclass 1</b></p> <p><b>Email fundraising optimisation</b></p> <p><i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i></p> <p>Sponsored by</p> 	<p><b>Meeting Room 106</b></p> <p><b>SESSION 1B- Masterclass 2</b></p> <p><b>Build your own digital lead generation campaign</b></p> <p><i>James Herlihy, Chief Digital Strategist, Pareto Fundraising</i></p>
1030 - 1100	Morning tea	
1100 - 1300	<b>SESSION 2A- Masterclass 1 (continued)</b>	<b>SESSION 2B - Masterclass 2 (continued)</b>
1300 -1400	Lunch	
		Sponsored by 
1400 - 1445	<p><b>Meeting Rooms 105/106 combined</b></p> <p><b>SESSION 3.1 - Opening plenary session</b></p> <p><b>Nonprofits and social media: a missed connection</b></p> <p><i>Joshua Crowther, Executive Director, Dunham+Company Australia</i></p>	Sponsored by 
1450 - 1540	<p><b>SESSION 3.2</b></p> <p><b>Major challenge takes Peter Mac to the next gen P2P fundraising</b></p> <p><i>Anna Jones, Communications Manager, Peter MacCallum Cancer Foundation</i></p> <p><i>Meredith Dwyer, FFIA, CFRE, Digital Strategist, Homemade Digital Australia</i></p>	
1540 -1610	Afternoon tea	
		Sponsored by 
1610 - 1710	<p><b>SESSION 4</b></p> <p><b>IWITOT (I wish I'd thought of that!)</b></p> <p><i>(7x7 mini presentations from charities and NFPs)</i></p> <p><b>CHAIR: Jonathon Grapsas, Founder &amp; CEO, flat earth direct</b></p>	
		Sponsored by 
1710 - 1810	Happy Hour Networking Drinks	
		Sponsored by 

### DAY TWO: Friday 14<sup>th</sup> June 2019

0745 - 0830	Arrival tea/coffee	
0830 - 0930	<p><b>Meeting Rooms 105/106 combined</b></p> <p><b>SESSION 5</b></p> <p><b>The web as a living laboratory</b></p> <p><i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i></p>	
		Sponsored by 

0930 - 1000	Morning tea <span style="float: right; font-size: small;">Sponsored by </span>	
1000 - 1045	<p style="text-align: center;"><b>Meeting Room 105</b> <b>SESSION 6A.1</b> <b>Putting the donor in the picture – Shepherd Centre uses virtual reality for fundraising</b> <i>Jo Wallace, Senior Communications Manager, The Shepherd Centre</i></p>	<p style="text-align: center;"><b>Meeting Room 106</b> <b>SESSION 6B.1</b> <b>Digital fundraising in a modern world – the Polished Man story</b> <i>Kylie Wallace, Campaign Manager, Polished Man</i></p>
1050 – 1135	<p style="text-align: center;"><b>SESSION 6A.2</b> <b>How Amnesty created a thriving digital fundraising program on a shoestring budget</b> <i>Jeremy Bennett, Founder &amp; Chief Consultant, Bigfoot Fundraising</i></p>	<p style="text-align: center;"><b>SESSION 6B.2</b> <b>Digital transformation: from fundraising fundamentals to long-term vision</b> <i>Lachlan Dale, Digital Strategist, Pareto Fundraising</i></p>
1140 – 1225	<p style="text-align: center;"><b>SESSION 6A.3</b> <b>Fred Hollows successfully uses SEO to attract new audiences</b> <i>Grant Barnes, Global Lead Digital, The Fred Hollows Foundation</i> <i>Simone O'Connor, Digital Specialist, The Fred Hollows Foundation</i></p>	<p style="text-align: center;"><b>SESSION 6B.3</b> <b>St Vincent de Paul creates first digital marketing strategy and sees green shoots of success</b> <i>Samara Gentle, National Digital Marketing Specialist, St Vincent de Paul Society</i></p>
1225 - 1325	<b>Lunch</b>	
1325 - 1410	<p style="text-align: center;"><b>SESSION 7A.1</b> <b>How to maximise your Google Grants and Adwords campaigns</b> <i>Luke Edwards, Director, Elevate Fundraising</i></p>	<p style="text-align: center;"><b>SESSION 7B.1</b> <b>Everything you need to know to execute a giving day</b> <i>Shuie Gestetner, Director, Charidy Australia</i></p>
1415 - 1500	<p style="text-align: center;"><b>SESSION 7A.2</b> <b>Boost your ROI by spring cleaning your digital closet</b> <i>Tom Museth, Digital Fundraising Manager</i></p>	<p style="text-align: center;"><b>SESSION 7B.2</b> <b>What's new? A digital tasting plate</b></p> <ol style="list-style-type: none"> <li>1. <b>Text giving – the story so far</b> <i>Melina Rookes, Program coordinator, Telco Together Foundation</i></li> <li>2. <b>Can you end poverty with an app?</b> <i>Clayton Thomas, Creative Director, Marlin Communications</i></li> <li>3. <b>How to use social media to nurture and convert potential regular givers</b> <i>Curtis Moore, Lead Community Manager, Curious Minds Media</i></li> </ol>
1505 - 1550	<p style="text-align: center;"><b>SESSION 7A.3</b> <b>Everything old is new again – direct response TV hits a high point for Save the Children</b> <i>Jonathan Rolley, Founder &amp; CEO, Direct Response Media</i></p>	<p style="text-align: center;"><b>SESSION 7B.3</b> <b>Turn your data into dollars (a.k.a. Data science for fundraisers)</b> <i>James Orton, Founder, distil data</i> <i>Alana Richardson, Digital Marketing Manager, UNICEF Australia</i></p>
1550 - 1620	<b>Afternoon tea</b>	

1620 - 1715	<p style="text-align: center;"><b>Meeting Rooms 105/106 combined</b> <b>SESSION 8 – Closing Plenary Session</b> <b>Turning facebook likes into donors using content marketing</b> <i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i></p>
1715 - 1720	<p style="text-align: center;"><b>Closing Remarks</b></p>

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