











## 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	<p><b>Registration &amp; arrival tea/coffee</b> Coffee cart sponsored by</p> 
0900 - 1030	<p><b>Meeting Room 105</b> <i>Chair: Jeremy Bradshaw, Publisher, F&amp;P</i></p> <p><b>SESSION 1A- Masterclass 1</b> <b>Email fundraising optimisation</b> <i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i> Sponsored by </p>
	<p><b>Meeting Room 106</b> <i>Chair: Clare Joyce, Editor-in-Chief, F&amp;P</i></p> <p><b>SESSION 1B- Masterclass 2</b> <b>Build your own digital lead generation campaign</b> <i>James Herlihy, Digital Strategy Director, Pareto Fundraising</i></p>
1030 - 1100	<b>Morning tea</b>
1100 - 1300	<p><b>SESSION 2A- Masterclass 1 (continued)</b></p> <p><b>SESSION 2B - Masterclass 2 (continued)</b></p>
1300 -1400	<p><b>Lunch</b> Sponsored by</p> 
1400 - 1445	<p><b>Meeting Rooms 105/106 combined</b> <i>Chair: Judy Turner, Conference Curator, F&amp;P</i></p> <p><b>SESSION 3.1 - Opening plenary session</b> <b>Nonprofits and social media: a missed connection</b> <i>Joshua Crowther, Executive Director, Dunham+Company Australia</i> Sponsored by </p>
	<p><b>SESSION 3.2</b> <b>Major challenge takes Peter Mac to the next gen P2P fundraising</b> <i>Anna Jones, Communications Manager, Peter MacCallum Cancer Foundation</i> <i>Meredith Dwyer, FFIA, CFRE, Digital Strategist, Homemade Digital Australia</i></p>
1540 -1610	<p><b>Afternoon tea</b> Sponsored by</p> 
1610 - 1710	<p><b>SESSION 4</b> <i>Chair: Jeremy Bradshaw, Publisher, F&amp;P</i> <b>IWITOT (I wish I'd thought of that!)</b> <i>FACILITATOR: Jonathon Grapsas, Founder &amp; CEO, flat earth direct</i> <i>Lee Harrow, Direct Marketing Officer, Australian Conservation Foundation // Jeremy Tobias, CEO, GiveEasy</i> <i>// Shannon Gilmore, Fundraising, Grants &amp; Trusts Manager (Vic &amp; NSW), St John Ambulance // Margaux Smith, Account Director, flat earth direct // Peretz Schapiro, Managing Director, Charidy Australia</i> Sponsored by </p>
1710 - 1810	<p><b>Happy Hour Networking Drinks</b> Sponsored by</p> 

## DAY TWO: Friday 14th June 2019

0745 - 0830	<b>Arrival tea/coffee</b> <i>Coffee cart sponsored by</i> 	
0830 - 0930	<b>Meeting Rooms 105/106 combined</b> <i>Chair: Clare Joyce, Editor-in-Chief,, F&amp;P</i> <b>SESSION 5</b> <b>The web as a living laboratory</b> <i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i> <i>Sponsored by</i> 	
0930 - 1000	<b>Morning tea</b> <i>Sponsored by</i> 	
1000 - 1045	<b>Meeting Room 105</b> <i>Chair: Jeremy Bradshaw, Publisher, F&amp;P</i> <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 // Nick Hunter, CEO/Executive Creative Director, Paper Mousse</i>	<b>Meeting Room 106</b> <i>Chair: Judy Turner, Conference Curator, F&amp;P</i> <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>
	1050 – 1135	<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>
1140 – 1225	<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 // Simone O'Connor, Digital Specialist, The Fred Hollows Foundation</i>	<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>
1225 - 1325	<b>Lunch</b>	
1325 - 1410	<b>Meeting Room 105</b> <i>Chair: Andrew Sadauskas, Marketing Co-ordinator, F&amp;P</i> <b>SESSION 7A.1</b> <b>How to maximise your Google Grants and Adwords campaigns</b> <i>Katherine Shirtcliffe, Head of Digital Accounts, Digital Ninjas</i>	<b>Meeting Room 106</b> <i>Chair: Clare Joyce, Editor-in-Chief, F&amp;P</i> <b>SESSION 7B.1</b> <b>Everything you need to know to execute a giving day</b> <i>Shuie Gestetner, Director, Charidy Australia Lucy Hamilton, General Manager/CEO, Express Media</i>
	1415 - 1500	<b>SESSION 7A.2</b> <b>Boost your ROI by spring cleaning your digital closet</b> <i>Tom Museth, Digital Fundraising Manager</i>

		3. Fansdonate – F2F for the online space <i>Curtis Moore, Lead Community Manager, Curious Minds Media</i>
1505 - 1550	SESSION 7A.3 Everything old is new again – direct response TV hits a high point for Save the Children <i>Jonathan Rolley, Founder &amp; CEO, Direct Response Media</i>	SESSION 7B.3 Turn your data into dollars (a.k.a. Data science for fundraisers) <i>James Orton, Founder, distil data // Alana Richardson, Digital Marketing Manager, UNICEF Australia</i>
1550 - 1620	Afternoon tea	
1620 - 1715	Meeting Rooms 105/106 combined <i>Chair: Judy Turner, Conference Curator, F&amp;P</i> SESSION 8 – Closing Plenary Session Turning Facebook likes into donors using content marketing <i>Tim Kachuriak, Chief Innovation &amp; Optimisation Officer, NextAfter, USA</i>	
1715 - 1720	Closing Remarks	

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Exhibitors

