





PROGRAM OVERVIEW

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

DAY ONE: Tuesday 16th June 2020	
8am	<p>Registration & arrival tea/coffee Coffee cart sponsored by</p> 
0900 - 1030	<p>Meeting Room 105 Chair: TBA</p> <p>SESSION 1A- Masterclass 1 How to invest for a digital fundraising future <i>Shoni Field, Chief Development Officer, BCSPCA, Canada // Charly Jarrett, Senior Officer, Digital & Direct Response, BCSPCA, Canada</i></p>
	<p>Meeting Room 106 Chair: TBA</p> <p>SESSION 1B- Masterclass 2 How to acquire donors online <i>Luke Edwards, Director, Elevate Fundraising and Co-founder, Great Cycle Challenge</i></p>
1030 - 1100	Morning tea
1100 - 1300	<p>SESSION 2A- Masterclass 1 (continued)</p> <p>SESSION 2B - Masterclass 2 (continued)</p>
1300 -1400	<p>Lunch Sponsored by</p> 
1400 - 1445	<p>Meeting Rooms 105/106 combined Chair: TBA</p> <p>SESSION 3.1 - Opening plenary session Digital transformation: Red Cross aims for 50% fundraising revenue from digital channels <i>Belinda Dimovski, Engagement and Support Director, Australian Red Cross</i></p>
	<p>SESSION 3.2 NBCF Adopts SMS for door communications to great effect <i>Luke Bridges, Founder & CEO, Conversr</i> <i>Lisa Mastoras, Head of Community Fundraising, National Breast Cancer Foundation</i></p>
1540 -1610	<p>Afternoon tea Sponsored by</p> 
1610 - 1700	<p>SESSION 4 Chair: TBA</p> <p>IWITOT (I wish I'd thought of that!) FACILITATOR: <i>Jonathon Grapsas, Founder & CEO, flat earth direct</i> 6 x 7minute presentations from charities and NFP's Sponsored by</p> 
1700 - 1800	<p>Happy Hour Networking Drinks <i>(delegates with pre-purchased tickets only)</i></p>

DAY TWO: Wednesday 17th June 2020

0815 - 0900	Arrival tea/coffee <i>Coffee cart sponsored by</i>  <small>OPINIONATE</small>	
0900 - 0955	Meeting Rooms 105/106 combined <i>Chair: TBA</i> SESSION 5 Testing is a lifestyle <i>Shoni Field, Chief Development Officer, British Columbia Society for the Protection of Cruelty to Animals, Canada</i>	
0955 - 1025	Morning tea	
1025 - 1110	Meeting Room 105 <i>Chair: Jeremy Bradshaw, Publisher, F&P</i> SESSION 6A.1 David & Goliath: How Save the Bilby Fund took on Cadbury <i>Sarah Mansfield, Head of Fundraising & Communications, Save the Bilby Fund</i>	Meeting Room 106 <i>Chair: Judy Turner, Conference Curator, F&P</i> SESSION 6B.1 To be advised
	SESSION 6A.2 How to get your two-step program off the ground and keep it airborne <i>Andrew Martin, Co-founder & Lead Strategist, The Fundraising Agency // Karen Shields, Director of Individual Giving, Great Barrier Reef Foundation</i>	SESSION 6B.2 Ronald McDonald House Charities ditch mail for digital with surprising results <i>Arani Duggan, Head of Marketing and Fundraising, RMHC GWS // Ashley Southwell, Fundraising Manager, RMHC GWS</i>
1115 - 1200	SESSION 6A.3 The power of video for digital fundraising <i>Nicola Long, DTV Australia and New Zealand</i>	SESSION 6B.3 Beyond last touch attribution: how to use multi-touch attribution to optimise digital marketing <i>Stephen Ellis, Managing Director, Origame</i>
1205 - 1250	Lunch	
1250 - 1350	Meeting Room 105 <i>Chair: Andrew Sadauskas, Marketing Co-ordinator, F&P</i> SESSION 7A.1 Meet Google Tag Manager – your new best friend <i>Tom Museth, Digital Marketing Manager, Royal Institute for Deaf & Blind Children</i>	Meeting Room 106 <i>Chair: Clare Joyce, Editor-in-Chief, F&P</i> SESSION 7B.1 Integrating digital channels with your appeals – lessons from 20 Christmas appeals <i>Jonathon Grapsas, Founder & Director, flat earth direct</i>
	SESSION 7A.2 Remarketing – the unsung hero of digital fundraising <i>Mamta Bhatt, Digital Consultant, Parachute Digital</i>	SESSION 7B.2 Turn your website into a fundraising website <i>Jason Ruffell-Smith, Head of Growth, Marlin</i>
1350 - 1435	Afternoon tea	
1440 - 1530		
1530 - 1600		

<p>1600 - 1655</p>	<p align="center">Meeting Rooms 105/106 combined <i>Chair: TBA</i> SESSION 8 – Closing Plenary Session Learning from e-commerce, more than a revenue stream <i>Charly Jarrett, Senior Officer Digital and Direct Response, British Columbia Society for the Protection of Cruelty to Animals, Canada</i></p>
<p>1655 - 1700</p>	<p align="center">Closing Remarks</p>

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