

FUNDRAISING FORUM 2021 SYDNEY 31 AUG - 2 SEPT

PROGRAM OVERVIEW v14

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

Platinum Sponsor



All times AEST	DAY ONE: Tuesday 31 st August
0900 - 0910	Welcome/Introduction/ Housekeeping/ intro speaker
0910 - 1010	<p>SESSION 1.1 - Masterclass 1 (part 1) CHAIR: <i>Jeremy Bradshaw, Publisher, F&P</i></p> <p>A trip inside your donor's mind - using behavioural economics to maximise fundraising and supporter mobilisation</p> <p>MARCELO INIARRA, Founder & Creative Consultant, <i>marceloiniarra.com</i> (Argentina) BRUNO MESZ, Professor, <i>Universidad Nacional de Tres de Febrero</i> (Argentina)</p> <p><i>Sponsored by</i></p> 
1010 - 1020	Screen Break (10 mins)
1020 - 1120	SESSION 1.2 - Masterclass 1 (part 2)
1120 - 1130	Screen Break (10 mins)
1130 - 1230	SESSION 1.3 - Masterclass 1 (part 3)
1230 - 1330	Virtual Networking (30 mins) + Lunch (30 mins)/Virtual Exhibiton
1330 - 1340	Welcome/Introduction/ Housekeeping/intro speaker
1340 - 1440	<p>SESSION 2.1 - Masterclass 2 (part 1) CHAIR: <i>Clare Joyce, Editor-in-Chief, F&P</i></p> <p>How to create and sustain a highly successful mid-value donor program</p> <p>MARK PHILLIPS, Founder & Managing Director, <i>Bluefrog Fundraising, (UK)</i></p>
1440 - 1450	Screen Break (10 mins)
1450 - 1550	SESSION 2.2- Masterclass 2 (part 2)
1550 - 1600	Screen Break (10 mins)
1600 - 1700	SESSION 2.3- Masterclass 2 (part 3)
1700 - 1705	Closing remarks

All times AEST	DAY TWO: Wednesday 1 st September	
0900 - 0910	<p>CHAIR: Jeremy Bradshaw, Founder & Publisher, F&P</p> <p>Welcome/Introduction/ Housekeeping/ intro speaker</p>	
0910 - 1005	<p>SESSION 3</p> <p>Introduction: MARCUS BLEASE, Co-founder & Director, Donor Republic</p> <p>Inside global innovation labs: in search of the new big ideas for fundraising & social change</p> <p>MARCELO INIARRA, Founder & Creative Consultant, <i>marceloiniarra.com</i> (Argentina)</p> <p><i>Sponsored by</i></p> 	
1005 - 1015	Screen Break (10 mins)	
1015 - 1102	<p>SESSION 4A</p> <p>CHAIR: Clare Joyce, Content Director, F&P</p> <p>A story of transformation and momentum: Arts Centre Melbourne</p> <p>NATALIE BARNETT, Head of Fundraising Campaigns, <i>Arts Centre Melbourne</i></p>	<p>SESSION 4B</p> <p>CHAIR: Jeremy Bradshaw, Founder & Publisher, F&P</p> <p>Introducing a new approach to planned giving</p> <p>DAVE SMITH, President & CEO, <i>Heaton Smith(USA)</i></p>
1102 - 1112	Screen Break (10 mins)	
1112 - 1159	<p>SESSION 5B</p> <p>CHAIR: Clare Joyce, Content Director, F&P</p> <p>How to create an award-winning (and money raising) fundraising team</p> <p>KAREN McCOMISKEY, Head of Fundraising and Philanthropy, <i>Brotherhood of St Laurence</i></p>	
1159 - 1259	Virtual Networking (30 mins) + Lunch (30 mins) / Virtual Exhibiton	
1259 -1346	<p>SESSION 6</p> <p>CHAIR: Jeremy Bradshaw, Founder & Publisher, F&P</p> <p>How Foodbank started a fundraising program from scratch</p> <p>ANDREW SABATINO, Director & Co-founder, <i>Donor Republic</i>// BETH CAMPBELL, Head of Fundraising & Marketing, <i>Foodbank NSW & ACT</i></p>	
1346 - 1356	Screen Break (10 mins)	
1356 - 1443	<p>SESSION 7A</p> <p>CHAIR: Clare Joyce, Content Director, F&P</p> <p>How ChildFund tripled its appeal income in one year</p> <p>VIKRAM CHOWDHARY, Former Head of Marketing & Fundraising, <i>ChildFund Australia</i> // KEVIN TRUONG, Marketing and Communications Manager, <i>ChildFund Australia</i></p> <p><i>Sponsored by</i></p> 	<p>SESSION 7B</p> <p>CHAIR: Fiona Atkinson, Content Creator, F&P</p> <p>How to create best practice online donation experiences - affordably</p> <p>DAN GEAVES, Director and Creative Strategy Director, <i>Marlin Communications</i></p>
1443 - 1458	Screen Break (15 mins)	
1458 - 1545	<p>SESSION 8A</p> <p>CHAIR: Fiona Atkinson, Content Creator, F&P</p> <p>The path less travelled; cold calling for acquisition</p> <p>DANIEL PUJAWIYATNA, General Manager, <i>Dataphoria</i></p>	<p>SESSION 8B</p> <p>CHAIR: Jeremy Bradshaw, Founder & Publisher, F&P</p> <p>Persistence, positivity and risk: how Harry Perkins does RG</p> <p>LAUREN MCDERMOTT, Fundraising Manager, PAIGE GIBBS, Chief Development Officer, and AMELIA NORTON, Supporter Care Co-ordinator, <i>Harry Perkins Institute of Medical Research</i></p>
1545 - 1600	Screen Break (15 mins)	
1600 - 1657	<p>SESSION 9</p> <p>CHAIR: Clare Joyce, Content Director, F&P</p> <p>Gifts-in-wills: new video and digital approaches to cold acquisition seeing success</p> <p>MARK PHILLIPS, Founder & Managing Director, <i>Bluefrog Fundraising (UK)</i></p>	
1657 - 1700	Closing remarks	

All times AEST	DAY THREE: Thursday 2 nd September	
0900 - 0905	<p>CHAIR: <i>Jeremy Bradshaw, Founder & Publisher, F&P</i></p> <p>Welcome Back/ Housekeeping/ intro speaker</p>	
0905 - 1000	<p>SESSION 10</p> <p>2021 distributed power: the apocalypse of the NGO era or an unprecedented opportunity?</p> <p>MARCELO INIARRA, Founder & Creative Consultant, <i>marceloiniarra.com</i> (Argentina)</p>	
1000 - 1010	<p>Screen Break (10 mins)</p>	
1010 - 1057	<p>SESSION 11A</p> <p>CHAIR: <i>Clare Joyce, Content Director, F&P</i></p> <p>Using AI to combat COVID-19: A case study with Royal Flying Doctor Service Victoria</p> <p>LAUREN JENKINS, Individual Giving Specialist, <i>RFDS(Vic)</i></p> <p>CHRIS PAVER, Chief Operating Officer, <i>Dataro</i></p>	<p>SESSION 11 B</p> <p>CHAIR: <i>Fiona Atkinson, Content Creator, F&P</i></p> <p>The Smith Family hits digital fundraising highs</p> <p>ERIN ANDERSON, Digital Marketing Manager, <i>The Smith Family</i></p> <p>Sponsored by</p> 
1057 - 1107	<p>Screen Break (10 mins)</p>	
1107 - 1154	<p>SESSION 12 A</p> <p>CHAIR: <i>Jeremy Bradshaw, Founder & Publisher, F&P</i></p> <p>Unique pilot project develops new approach to maximising donor lifetime value</p> <p>BELINDA DIMOVSKI, Executive Director Engagement and Support, <i>Australian Red Cross</i> // UJWAL KAYANDE, Associate Dean (Business Analytics) and Professor of Marketing, <i>Melbourne Business School</i> // LAWRENCE JACKSON, Managing Director, <i>Catalyst Management</i></p>	<p>SESSION 12 B</p> <p>CHAIR: <i>Clare Joyce, Content Director, F&P</i></p> <p>Playing to your strengths: How to build a healthier, more effective fundraising team</p> <p>ALLY MURRAY, Director of Fundraising & Membership, <i>The Wilderness Society</i></p> <p>GEORGINA KING, Founder, <i>Raucous Caucus</i></p>
1154 - 1254	<p>Virtual Networking (30 mins) + Lunch (30 mins) / Virtual Exhibiton</p>	
1254 - 1341	<p>SESSION 13A</p> <p>CHAIR: <i>Clare Joyce, Content Director, F&P</i></p> <p>Australia for UNHCR: Inside a high value mid-donor program</p> <p>DEBRA O'NEILL, Strategic Development Director, <i>Australia for UNHCR</i> // LOREDANA FYFFE, Corporate Partnerships Manager, <i>Australia for UNHCR</i></p> <p>Sponsored by</p> 	<p>SESSION 13B</p> <p>CHAIR: <i>Fiona Atkinson, Content Creator, F&P</i></p> <p>How Hands Across Canberra is tapping into the intergenerational transfer of wealth</p> <p>PETER GORDON, CEO, <i>Hands Across Canberra</i> // KRISTI MANSFIELD, Co-founder and CEO, <i>Seer Data & Analytics</i></p>
1341 - 1351	<p>Screen Break (10 mins)</p>	
1351 - 1438	<p>SESSION 14A</p> <p>CHAIR: <i>Fiona Atkinson, Content Creator, F&P</i></p> <p>How to do best practice face-to-face with RFDS QLD</p> <p>PAUL TAVATGIS, Director, <i>Whipbird Consulting</i> // ERIN MCCABE, Regular Giving Lead, <i>Royal Flying Doctor Service (Qld)</i></p>	<p>SESSION 14B</p> <p>CHAIR: <i>Jeremy Bradshaw, Founder & Publisher, F&P</i></p> <p>How to watertight your regular giving program</p> <p>IAN FINLAYSON, General Manager Fundraising Marketing & Communications, <i>Vision Australia</i> // ALCUIN HACKER, Founder, <i>Engage & Experience</i> and Co-founder, <i>Recurring Insights</i></p>
1438 - 1448	<p>Screen Break (10 mins)</p>	

1448 - 1535	<p align="center">SESSION 15A</p> <p><i>CHAIR: Jeremy Bradshaw, Founder & Publisher, F&P</i> Measuring regular giving performance. Why its so hard and how to make it easier TOM DUGGAN, CFRE, Associate Director of Individual Giving, <i>Plan International</i> // ANDY TIDY, Director, <i>Slingshot Data</i></p>	<p align="center">SESSION 15B</p> <p><i>CHAIR: Clare Joyce, Content Director, F&P</i> The tale of two charities: how two very different causes lifted their game RACHEL BAILEY, Director of Marketing and Membership, <i>The Nature Conservancy</i> // KYLIE PUSSELL, CEO, <i>Miracle Babies Foundation</i> // GEMMA SCHEMBRI, Community Facilitator, <i>Clarety Community</i></p>
1535 - 1545	Screen Break (10 mins)	
1545 - 1642	<p align="center">SESSION 16</p> <p><i>CHAIR: Clare Joyce, Content Director, F&P</i> Out of the ashes rises the 'challenge-based' approach to donor engagement MARK PHILLIPS, Founder & Managing Director, <i>Bluefrog Fundraising, (UK)</i></p>	
1642 - 1647	Closing remarks	

PLATINUM SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



EXHIBITORS

