



# Programme at a glance

## SYNGE

## SWIFT

### THURSDAY 24th AUGUST

8.00am	Registration & refreshments
9.00am	Welcome
9.15am	<b>KAY SPRINKEL GRACE</b> Colouring outside the borders: why we must be bold and nimble risk takers
10.15am	Coffee break
10.45am	<b>CLAIRE ROUTLEY</b> The who, what, why and when of legacy giving
12.00pm	<b>TOM AHERN &amp; JOHN LEPP</b> How you can become Dale's favourite charity
1.00pm	Lunch
2.00pm	<b>MATTHEW SHERRINGTON</b> Let your supporters be superheroes (by getting your story straight).
3.15pm	<b>SIMONE JOYAUX, KAREN INGALA SMITH, SEAN FARRELL, IVANA BACIK, ABI WILKINSON</b> Why we do what we do. Conversations about changing the world
4.45pm	Coffee break
5.15pm	<b>MARK PHILLIPS &amp; AMBER NATHAN</b> The fundraiser's guide to the mid-value Irish donor. What they think. What they want and how you can find them.
6.15pm	Close

**ANNETTA MURPHY & FIONA NÍ CHOMÁIN**  
Tips for the reluctant copywriter

**KEVIN SCHULMAN**  
The science of donor-centricity: why it is your path to growth

**SOFIE REDZEMATOVIC**  
Why data is the foundation for a loving relationship

**BEATE SØRUM**  
DIY digital strategy

**7.30pm SUMMER SCHOOL PARTY PLUS LAUNCH OF THE ROGARE CRITICAL FUNDRAISING REPORT FOR IRELAND - DRURY BUILDINGS.**

### FRIDAY 25th AUGUST

8.00am	Arrival & refreshments
9.00am	<b>SIMONE JOYAUX</b> Great board chairs. Mediocre ones. Or how about a rogue?
10.00am	Coffee break
10.30am	<b>DEREK HUMPHRIES, IAN MACQUILLIN</b> The truth, the whole truth and a spot of re-touching
11.45am	<b>WILDCARD: BRYAN DUGGAN</b> Exploring the psychedelic experience through virtual reality
12.45pm	Lunch
1.45pm	<b>ALAN CLAYTON</b> Thinking big: but how big is big?
3.00pm	<b>CAROLINE FIENNES</b> What do donors want? - Insights from a donor advisor
4.00pm	Coffee break
4.30pm	<b>KEN BURNETT</b> What promise will you make, to your donors
5.45pm	Wrap up

**ADRIAN O'FLYNN**  
Trust first, fundraise second - the key to Facebook

**WILDCARD: KAREN INGALA SMITH**  
Counting dead women

**LAUREN SEMPLE**  
Talking on the telephone - how it's good for donors and good for charities

**JEFF BROOKS**  
Story + action: how to win your donors' hearts, minds, and money