# PROGRAMME AT A GLANCE

THE ASK DIRECT
FUNDRAISING
Summer
SCHOOL
2018

## THURSDAY 12TH JULY

| | BURKE THEATRE | SWIFT THEATRE |
|---|---|---|
| 8.00AM | Registration | |
| 9.00AM | Introduction & Welcome | |
| 9.10AM | **DAMIAN O'BROIN** OPENING PLENARY: A Manifesto for Rebels with a Cause. | |
| 10.10AM | Coffee | |
| 10.40AM | **MARK PHILLIPS, AMBER NATHAN AND CAOILEANN APPLEBY** What do Irish donors need from charities? | **IAN MACQUILLIN** Is Fundraising a Profession? |
| 11.45AM | **LAURA KALBAG** Digital Assistants, Facebook Quizzes, And Fake News! You Won't Believe What Happens Next. | **DARAGH O'BRIEN** GDPR, WTAF? |
| 12.45PM | Lunch | |
| 2.00PM | **JAYNE GEORGE** A New Ambition (and how to deliver it) | **EMILY COLLINS-ELLIS** What Major Donors Want, And How To Give It (With A Smartphone?) |
| 3.05PM | **MICK HEANEY, SIAN NORRIS, ALINE REED AND AILBHE SMYTH** Telling Powerful Stories. | |
| 4.20PM | Coffee | |
| 4.50PM | **JEFF BROOKS** Stupid Non Profit Ads: What great fundraisers can learn from the cock-ups that plague our industry. | **STEPHEN GEORGE** Become a Great Fundraising Leader. |
| 6.00PM | SUMMER SCHOOL PARTY | |

## FRIDAY 13TH JULY

| | BURKE THEATRE | SWIFT THEATRE |
|---|---|---|
| 9.00AM | **DEREK HUMPHRIES** Never Mind The Bollocks: here's 21 things I've learned, including why you should be your own guru. | **STEVE MACLAUGHLIN** Artificial Intelligence, Big Data and Unicorns. |
| 10.00AM | Coffee | |
| 10.30AM | **CAOILEANN APPLEBY AND EMMA DORAN** Try Again. Fail Again. Fail Better: How you can use research to raise more money. | **CLAIRE ROUTLEY** Together we can do great things. Integrating legacy fundraising. |
| 11.35AM | **RACHEL HEWITT** Wildcard: The Politics of Emotion. | **BRIAN DOOLEY** Wildcard: When Good Guys Fall Out |
| 12.35PM | Lunch | |
| 1.45PM | **IAN MACQUILLIN, CRAIG LINTON, MEREDITH NILES, DAMIAN O'BROIN AND CLAIRE ROUTLEY** How do you know what you know in fundraising? | |
| 3.00PM | **JAMES WARING AND WAINANI DOMBROWSKI** "Ugly Creative" - how to bore yourself into raising more money. | **BEATE SØRUM** Making social media actually work for your fundraising. |
| 4.00PM | Coffee | |
| 4.30PM | **SHANON DOOLITTLE** CLOSING PLENARY: Heart of the Rebelution | |
| | Close | |