

PROGRAMME AT A GLANCE



THURSDAY 12th JULY

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 So what do donors actually think about being asked for money?	IAN MACQUILLIN Is Fundraising a Profession?
11.45am	LAURA KALBAG Digital Assistants, Facebook Quizzes, And Fake News! You Won't Believe What Happens Next.	SPEAKERS TO BE ANNOUNCED
12.45pm	Lunch	
2.00pm	BEATE SØRUM Making social media actually work for your fundraising.	EMILY COLLINS-ELLIS What Major Donors Want, And How To Give It (With A Smartphone?)
3.05pm	MICK HEANEY, SIAN NORRIS, ALINE REED & OTHERS TBC 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.
5.50pm	Close	
6.00pm	SUMMER SCHOOL PARTY	

FRIDAY 13th JULY

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	CLAIRE ROUTELY Together we can do great things. Integrating legacy fundraising.	CAOILEANN APPLEBY & EMMA DORAN Try Again. Fail Again. Fail Better
11.35am	RACHEL HEWITT Wildcard: The Politics of Emotion.	BRIAN DOOLEY Wildcard: Why the 1960s Civil Rights Movements in the US and Ireland Matter in the Middle East Today.
12.35pm	Lunch	
1.45pm	IAN MACQUILLIN, CRAIG LINTON, MEREDITH NILES, DAMIAN O'BROIN & CLAIRE ROUTELY How do you know what you know in fundraising?	
3.00pm	JAMES WARING & WAINANI DOMBROWSKI "Ugly Creative" - how to bore yourself into raising more money.	JAYNE GEORGE A New Ambition (and how to deliver it)
4.00pm	Coffee	
4.30pm	SHANON DOOLITTLE CLOSING PLENARY: Heart of the Rebelution	
5.30pm	Close	