

## THE FUNDRAISING CONVENTION COMPANION: COMMUNICATION EXPERTS

Fundraising Convention is a hive of activity and with so much going on, it's easier to miss that perfect session. If you're looking to improve your relationship with your supporters, donors and fundraisers, we worked together with Charity Comms to put together a suggested schedule of sessions focused on improving communications, helping you to plan your day and make the most of Fundraising Convention.

### ► MONDAY 2 JULY 2018

09:15 - 10:15	<u>Plenary speaker - Will Gompertz</u>
10:30 - 11:30	<u>Coppafeel - lessons from 8 years as a digital first charity</u>
12:00 - 13:00	<u>Suits you Sir or Madam: how a data driven culture led to a closer fit between fundraising and supporter</u> <u>Creating digital tribes - find your tribe &amp; love them hard</u>
14:15 - 15:00	<u>We'll meet again: working against the clock to save the White Cliffs</u>
15:15 - 16:00	<u>Content chaos - practical steps you need to take to clean up your digital content</u> <u>Creating and implementing a two year multi-channel fundraising and communication campaign</u>

### LUNCHTIME SESSIONS

Social Blue Workshop  
Fountain Room  
13:00 - 14:15

Presented by

SOCIAL BLUE



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 CharityComms

[fundraisingconvention.uk](http://fundraisingconvention.uk)



## ► TUESDAY 3 JULY 2018

11:45 - 12:30	<u>Powerful storytelling to enhance event fundraising</u> <u>How to sell online by The Bike Project</u>
13:45 - 14:45	<u>Plenary speaker - Fatima Bhutto</u>
15:00 - 16:00	<u>Being brave on social media</u> <u>How to get your whole organisation behind delivering great experiences</u>
16:30 - 17:30	<u>Building big digital movements</u>

## LUNCHTIME SESSIONS

Great charity videos: A directors perspective  
Fountain Room  
12:50 - 13:30

Presented by



## ► WEDNESDAY 4 JULY 2018

10:45 - 11:30	<u>How England Rugby uses digital video to drive change</u>
11:45 - 12:30	<u>10 ways to become digital for less than a tenner</u>
13:45 - 14:45	<u>Plenary speaker - June Sarpong MBE</u>
15:00 - 16:00	<u>Facebook for fundraising: Supporting, engaging and recruiting supporters using Facebook</u>
16:30 - 17:30	<u>Digital transformation in practice</u>

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