





Principal partner



PROGRAM SUMMARY_v12

All details are correct at time of printing but may be subject to change. All times are AEST

DAY ONE: Tuesday 23 May 2023


0800	REGISTRATION & ARRIVAL TEA/COFFEE <i>Coffee Cart sponsored by SHOUT FOR GOOD</i>	
09.00 - 10.30	BALLROOM 1 <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>	BALLROOM 2 <i>Chair: Clare Joyce, Content Director, F&P</i>
	SESSION 1A - Masterclass 1 (part 1) The 4 pillars of digital fundraising - How to identify, convert and keep more digital donors JULIA CAMPBELL, Digital Consultant & Founder, <i>J Campbell Social Marketing, USA</i> <i>Sponsored by</i> 	SESSION 1b - Masterclass 2 (part 1) Amazing event stewardship MARCUS BLEASE, Director & Co-founder <i>Donor Republic</i> PAIGE GIBBS, Chief Development Officer, <i>The Harry Perkins Institute for Medical Research</i>
10.30 - 11.00	MORNING TEA <i>Coffee Cart sponsored by SHOUT FOR GOOD</i>	
11.00 - 12.30	SESSION 2A - Masterclass 1 (part 2)	SESSION 2B - Masterclass 2 (part 2)
12.30 - 13.30	LUNCH	
13.30 - 14.30	BALLROOM 3 <i>Chair: Clare Joyce, Content Director, F&P</i>	
	SESSION 3 <i>Sponsor Introduction: Brett Macdonald, Managing Director, Ezyraise</i> A wake-up call for nonprofits - How to future-proof your cause JULIA CAMPBELL, Digital Consultant & Founder, <i>J Campbell Social Marketing, USA</i>	
		<i>Sponsored by</i> 

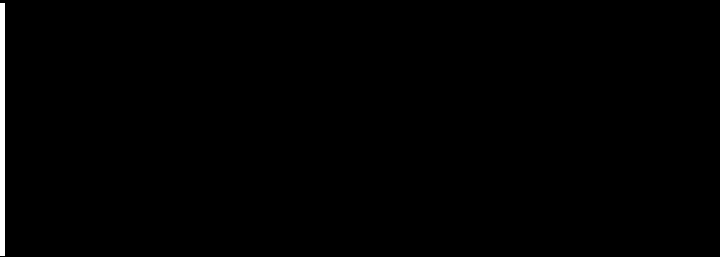
14.35 - 15.25	SESSION 4 AUSTRALIA vs the WORLD SHANELLE NEWTON-CLAPHAM, Founder & Chief Digital Consultant, <i>Parachute Digital</i>	
15.25 - 15.55	AFTERNOON TEA <i>Coffee Cart sponsored by SHOUT FOR GOOD</i>	
15.35 - 16.45	BALLROOM 1 <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>	BALLROOM 3 <i>Chair: Fiona Atkinson, Content Creator, F&P</i>
	SESSION 5A Turning data into distinctive communications CLAYTON THOMAS, Creative Director, <i>Marlin Communications</i>	SESSION 5B It's not just rock n roll. How Support Act grew Ausmusic T-shirt day CLIVE MILLER, CEO, <i>Support Act</i> HELEN LEAR, Communications & Marketing Manager, <i>Support Act</i>
16.45 - 17.45	HAPPY HOUR NETWORKING DRINKS	



DAY TWO: Wednesday 24 May 2023	
0730	REGISTRATION & ARRIVAL TEA/COFFEE <i>Coffee Cart sponsored by SHOUT FOR GOOD</i>
07:45 - 0830	BALLROOM 2: BREAKFAST BRIEFING <i>Chair: Clare Joyce, Content Director, F&P</i>
	SESSION 6 Rise and Shine: next gen donor connection, acquisition and conversion strategies over breakfast OPHELIE LECHAT, Client Success Lead, <i>ntegrity</i>
09.00 - 09.50	BALLROOM 3 <i>Chair: Fiona Atkinson, Content Creator, F&P</i>
	SESSION 7 Donor Republic mystery shopping 2.0: Examining the donor email and donor experience, again! CARRIE FLETCHER, Group Account Director, <i>Donor Republic</i> // EMILY DOUGAN, Account Director, <i>Donor Republic</i>



9.50 - 10.20	<p style="text-align: center;">MORNING TEA <i>Coffee Cart sponsored by SHOUT FOR GOOD</i></p>			
10.20 - 11.10	<p style="text-align: center;">BALLROOM 1 <i>Chair: Fiona Atkinson, Content Creator, F&P</i></p>	<p style="text-align: center;">BALLROOM 3 <i>Chair: Clare Joyce, Content Director, F&P</i></p>	<p style="text-align: center;">BALLROOM 2 TECH DEMOS <i>Chair: Tatyana Kovalyov, Marketing Solutions & Partnerships Manager</i></p>	
	<p style="text-align: center;">SESSION 8A World Animal Protection: digital RG acquisition and other stories NICKY SCOULAR, Donor Acquisition Manager, World Animal Protection // CLARA WHITE, Head of Digital, <i>Sanctuary Media Group</i></p>	<p style="text-align: center;">SESSION 8B Using AI to solve P2P donor conversion: a collaborative experiment ASHLEY GLOVER, Head of Sales, (ANZ region), <i>Dataro</i> // DAVID LYNDON, CTO & Co-Founder, <i>Dataro</i></p>	<p style="text-align: center;">1020 – 1050 <i>(20 mins preso + 10mins Q&A)</i></p>	<p style="text-align: center;">SESSION 8C Using dynamic fundraising websites to your advantage TANIA BURSTIN, Managing Director, mycause</p>
11.15 - 12.00	<p style="text-align: center;">SESSION 9A How gaming & streaming is changing the landscape of digital fundraising SHANE BAILEY, Head of Gaming & Streaming, <i>Cure Cancer</i></p>	<p style="text-align: center;">SESSION 9B Facebook challenges: What are they and how do you make them a success LIZZY KWAN, Digital Fundraising Manager, <i>Canteen</i> // CAITLIN CROWTHER, Community Fundraising Co-ordinator, <i>Canteen</i></p>	<p style="text-align: center;">1115 – 1145 <i>(20 mins preso + 10mins Q&A)</i></p>	<p style="text-align: center;">SESSION 9C How to save money on your Google Ads WITH SEO (with BONUS quick wins to sane on advertising spend instantly) SOPHIE GIAKOUMIDIS, Managing Director, Marketing & Strategy, OA Agency</p>
12.00 - 12.55	<p style="text-align: center;">LUNCH</p> <p style="text-align: right;"><i>Sponsored by</i> </p>			
12.55 - 13.45	<p style="text-align: center;">BALLROOM 1 <i>Chair: Fiona Atkinson, Content Creator, F&P</i></p>	<p style="text-align: center;">BALLROOM 3 <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i></p>		
	<p style="text-align: center;">SESSION 10A How RFDS Queensland pivoted and kept pivoting to create its successful Guiding Lights Campaign. ERIN KIELY, Supporter Retention Manager, <i>RFDS(QLD)</i> // ANDREW MARTIN, Lead Strategist & Co-founder, <i>The Fundraising Agency</i></p>	<p style="text-align: center;">SESSION 10B How to increase fundraising ‘intent’ to smash results LUKE EDWARDS, Director & Founder, <i>Elevate Fundraising</i></p>		

<p>13.50 - 14.35</p>	<p>SESSION 11A How to create record-breaking digital appeals JEREMY BENNETT, Founder & Chief Consultant, <i>Bigfoot Fundraising</i></p>	<p>SESSION 11B Charity event trends from 2022 and what this means for 2023 and beyond MARCUS BLEASE, Co-founder/Director, <i>Donor Republic</i></p>	
<p>14.35 - 15.05</p>	<p>AFTERNOON TEA <i>Coffee Cart sponsored by SHOUT FOR GOOD</i></p>		
<p>15.05 - 15.55</p>	<p>BALLROOM 3 <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i></p>		
<p>15.05 - 15.55</p>	<p>SESSION 12 Coming back from the brink. What to do when a successful campaign tanks DAN TUNLEY, Digital Consultant, <i>Parachute Digital</i> ANDY GRANT, MFIA, Fundraising Manager, <i>Sacred Heart Mission</i></p>		
<p>16.00 - 16.50</p>	<p>SESSION 13 <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P; FACILITATOR: Brent Frewen, Fundraising Specialist, Donor Republic</i> Everything you wanted to know about social media but were afraid to ask - AMA (Ask Me Anything) with Julia! JULIA CAMPBELL, Digital Consultant & Founder, <i>J Campbell Social Marketing, USA</i></p>		

PRINCIPAL PARTNER



MAJOR PARTNERS



EXHIBITORS

