

Monday 10th October

	09.30 – 10.40	10.50 – 11.50	B	12.20 – 13.20	13.20 – 14.50	15.00 – 16.00	B	16.30 – 17.30
Arts & Cultural Albert 1	<p>Welcome & Introduction Brad Holman, President, International Business Unit, Blackbaud</p> <p>Keynote Tony Elischer, Managing Director, Think Consulting presents 'Futurology 2011: Time to Reprogramme Your Brain!'</p>	<p>Introducing The Patron Edge! Come and see the very latest development plans for The Patron Edge Karl Vosper, Toptix Kieran Healey, Blackbaud</p>	<p>Break 11.50 – 12.20</p>	<p>Bridging The Funding Gap Panel Discussion Christopher Goodhart, Blackbaud John Nicholls, Arts Quarter LLP Sue Daniels, EAPG</p>	<p>Lunch 13.20 – 14.10 Plenary Session 14.10 – 14.50 'Town Hall' – Open Forum Discussion Jana Eggers, Senior Vice President, Products & Marketing, Blackbaud Inc.</p>	<p>Dynamic Pricing How to be smart and dynamic in your ticketing strategy Kieran Healey, Blackbaud</p>	<p>Break 16.00 – 16.30</p>	<p>Crowd Funding: Friend Or Foe? Looking at the rise of people power in fundraising Sarah Gee, Indigo Ltd</p>
Blackbaud NetCommunity Albert 2		<p>Hearty Haggii: Team Fundraising In NetCommunity A Chest, Heart & Stroke Scotland case study Chris Marks, CHSS Robert McAllen, Blackbaud</p>		<p>Advanced Email Features To Improve Your Results Learn how to take your email marketing to the next level Robert Franke, Blackbaud</p>		<p>Advanced Website Features To Improve Your Bottom Line Learn how to make data-driven decisions to get results Robert Franke, Blackbaud</p>		<p>Segmenting Email In NetCommunity Using useful analytics data Tim Bowden, Blackbaud</p>
Fundraising Albert 3		<p>How To Enhance Your Affinity Marketing Polly Gowers, Everyclick Ltd</p>		<p>Using The Raiser's Edge To Maximise Gift Aid Income For Your Charity A National Osteoporosis Society case study Michael Auton, National Osteoporosis Society Azadi Sheridan, Blackbaud</p>		<p>Using Existing Data To Maximise Personal Communications A Prostate Cancer Charity case study Nisha Motwani and Anthony Rumble, The Prostate Cancer Charity</p>		<p>From Transaction To Conversation, And From Supporter To Super-Fans Learn how to create a complete supporter experience Reuben Turner, The Good Agency</p>
Marketing Edward 4		<p>50 Social Media Tactics For Not-For-Profits Turbo-charge your social media strategy Chad Norman, Blackbaud</p>		<p>Live & Interactive: Your Website In Focus Does your website meet your organisational objectives? Raheel Gauba, Blackbaud</p>		<p>How Email Fraud Can Impact Your Organisations Reputation Learn how to protect your reputation in time of crisis Richard Gibson, Return Path</p>		<p>How To Design A Not-For-Profit Website That Delivers Results Step-by-step approach from our branding expert Raheel Gauba, Blackbaud</p>
The Raiser's Edge 1 Edward 5 & 6		<p>Ready, Set, Query! A beginner level live session aimed at direct marketers Alan Mitchell, Blackbaud</p>		<p>Should We Customise Just Because We Can? A look at the advantages and disadvantages of customisation David Zeidman, Zeidman Development</p>		<p>Dive Into Blackbaud Payment Services Learn how BBPS works and implications for your organisation Robert McAllen, Blackbaud</p>		<p>Advanced Querying In The Raiser's Edge Time to learn about the true power of query! Alan Mitchell, Blackbaud</p>
The Raiser's Edge 2 Edward 7		<p>The Raiser's Edge For The Blackbaud NetCommunity User Sandra Luther, Blackbaud</p>		<p>A New Way To Instigate Fundraising Robert McAllen, Blackbaud</p>		<p>The Basics And Beyond Importing into The Raiser's Edge Daithi O'Flaherty, Blackbaud</p>		<p>Top Ten Customisations Real life examples and application Anuraag Lal, Blackbaud</p>
The Raiser's Edge 3 Edward 3		<p>How Prostate Cancer Charity Customised The Raiser's Edge To Help Their Call Handling Process Jolyne De Souza, The Prostate Cancer Charity Anuraag Lal, Blackbaud</p>		<p>The Raiser's Edge Road-Map Ryan Frere, Blackbaud</p>		<p>Streamline Your Data Processing with Import-O-Matic for The Raiser's Edge Pam Brueck, O-matic Software</p>		<p>A New Way To Instigate Fundraising Robert McAllen, Blackbaud</p>

Tuesday 11th October

	P	10.00 – 11.00	B	11.30 – 12.30	12.30 – 14.20	14.30 – 15.30	B	16.00 – 17.00
Arts & Cultural Albert 1	Plenary Session 09.00 – 09.50 Michael Ross, Co-Founder eCommera, presents 'From the High Street to your Website: transforming your retail business from bricks to clicks.'	Friends, Good Friends and Meaningful Relationships Kieran Healey, Blackbaud	Break 11.00 – 11.30	From Cradle To Grave Successful client management and the importance of diversification of funds Christopher Wynn, Edinburgh International Festival	Plenary and Lunch 12.30 – 14.20 Steve MacLaughlin, Director Product Management Internet Solution leads a panel discussion on the Not-for-Profit Sector in 2015, how it will change and what we can do about it today! Plenary from 1.30 pm	Data – Building a solid foundation from CRM systems to marketing and development Catriona Mackay, Royal Scottish National Orchestra	Break 15.30 – 16.00	New Wine In Old Bottles Nick Boaden and Su Matthewman, West Yorkshire Playhouse
Blackbaud NetCommunity Albert 2		A beginner's guide to visual website design in NetCommunity This session gives a basic overview of how visual designs are applied to NetCommunity websites Nicole Lenferna and James Lawton, Blackbaud		Maximising NetCommunity With Third Party Applications Here's how to use services to add features to your NetCommunity website Dr Warren Sherliker, The SmartTHING Limited		Innovation in Blackbaud NetCommunity Robert McAllen, Blackbaud		Think Your Website Is Usable? Let's Test It. Brandon Granger, Blackbaud
Fundraising Albert 3		Your Career Plan The 10 secrets for developing your career in fundraising Paul Marvel, Institute of Fundraising		Extending CRM Making the case to extend your CRM across the department and organisation Iain Pritchard, Sayer Vincent		How To Access The Hidden Millions Practical steps to access income currently benefitting the corporate sector Suki Gallagher, Everclick Ltd Karen Brady, University of Liverpool		
Marketing Edward 4		Dealing With The Impact Of A Data Breach Learn how they happen, what needs to be done and how to prevent them Rosemary Smith, Opt-4		Why Marketing Sits At The Heart Of Kidney Research UK's Fundraising Programme Moving the focus to increasing supporter value Peter Storey and Tim Bragg, Kidney Research UK		The Privacy and Electronic Communications Regulation 2011 Or cookie law and what it means to you today! Richard Evans, The Direct Marketing Association		Your Audience Judges Books By Their Covers Make the best first impression and keep your audience engaged Raheel Gauba, Blackbaud
The Raiser's Edge 1 Edward 5 & 6		9 Guaranteed Ways (Really!) To Improve The Use Of Your Database Bring additional benefits by adopting these practises Ivan Wainwright, IT for Charities		Data Provider To The Raiser's Edge Outsider The Raiser's Edge in harmony with the rest of your organisation David Mitchell, SCIAF		Dive Into Direct Debits Gordon Mitchell, Blackbaud		Using Default Sets In The Raiser's Edge Learn how to use default sets to facilitate data entry and improve accuracy Ross Murphy, Blackbaud
The Raiser's Edge 2 Edward 7		Reporting For The Power User Taking the mystery out of Crystal Reports and Pivot Reports Robert Franke, Blackbaud		The E-Receipts Option In Mail To send personalised acknowledgement letters by email from The Raiser's Edge Daithi O'Flaherty, Blackbaud		Understanding Standard Reports / Customising Reports Alex Ross, Blackbaud		Home Pages and Dashboards in The Raiser's Edge Starting from the basics you will learn how to build dashboards and customise your home page Daithi O'Flaherty, Blackbaud
The Raiser's Edge 3 Edward 3	Rolling-out The Raiser's Edge: The positives and pitfalls of inter-departmental expansion James Coleman, University of Glasgow Nikki Cameron, Blackbaud	Keeping The Raiser's Edge 7 Alive In A Connected World Explore all the possibilities of The Raiser's Edge Jeffrey Montgomery, O-matic Software	The Raiser's Edge Road-Map Ryan Frere, Blackbaud					