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Blackbaud Relationship Management Conference Announces Sir Stuart Etherington as Keynote

Registration is still open for October event in London designed for not-for-profit professionals

London (X August, 2010) – Blackbaud Europe, a division of Blackbaud (Nasdaq: BLKB), the leading global provider of software and related services designed specifically for not-for-profit organisations, today announced [Sir Stuart Etherington](#), chief executive of [National Council for Voluntary Organisations](#), (NCVO), as the keynote speaker for its 2010 [Blackbaud Relationship Management Conference](#), 11 to 12 October, 2010 at Victoria Park Plaza, in London. Sir Stuart is presenting “Current Challenges and Future Prospects for Civil Society.” This is the first time he is speaking publicly on the key challenges and opportunities for the not-for-profit sector in a changing political and economic environment.

“We are honoured that Sir Stuart will deliver this year’s keynote address. He has spent 16 years leading NCVO and has a wealth of expertise in the leadership of voluntary organisations and the policies surrounding them,” said Martin Jervis, Blackbaud Europe’s managing director. “As a result, he has become a leading commentator through his writing and media profile. He will be discussing what the not-for-profit sector can expect from our current government and new policies in place. The topic will be extremely informative and will offer invaluable insight into what we can expect over the next few years. And knowing Stuart, we can also be assured of a stimulating and entertaining oratory.”

Among the high-profile speakers at this year’s Conference, Blackbaud Europe also welcomes [Google](#), one of the biggest brands in the world, for two exclusive sessions. Chewy Trehwella, Google Europe’s new business development manager, will explain how not-for-profits can make the best of Google tools to ensure visibility online and reach their audience. Blackbaud will also highlight how Google tools seamlessly integrate with [Blackbaud® NetCommunity™](#).

“We are pleased to welcome Google to demonstrate how its tools can integrate with and complement not-for-profit solutions, including Blackbaud NetCommunity,” said Adrian Cutcliffe, Blackbaud Europe’s marketing manager. “These featured sessions, along with all our education sessions, will offer cutting edge information and advice; invaluable learning for charities needing to push the boundaries of their online activity.”

The two day event will feature sessions covering industry best practices, interactive workshop sessions, case studies and success stories, important product information and training. Delegates will gain the very latest shared learning and insight, professional development and great networking opportunities.

Other speakers presenting at the Conference include:

- [Simon Burne](#), [THINK Consulting Solutions](#), “The Fundraising Communities of Tomorrow.”
- [John Baguley](#), [International Fundraising Consultancy](#), “Evaluating Lifetime Value.”
- [Reuben Turner](#), [The Good Agency](#), “Digital and Direct. Why aren’t they working together?”
- [Rosemary Smith](#), [Opt 4](#), “Data Protection in the Digital Space.”

Now in its ninth year, the Blackbaud Relationship Management Conference aims to bring useful educational and networking value to its attendees. As a result, the Conference is now recognised as a valuable learning experience by a number of industry bodies, including the Institute of Fundraising, the [Chartered Institute of Marketing](#) (CIM) and the [Institute of Direct Marketing](#) (IDM). Both the IDM and the CIM have confirmed they are endorsing the conference for Continuous Personal Development (CPD) for their members. IDM members attending the conference are eligible for up to fourteen hours of CPD credits and CIM members are eligible for ten.

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Paul Marvel, The Institute of Fundraising's director of learning, explains why the Blackbaud Relationship Management Conference is valuable to professionals within the not-for-profit sector, "The Institute of Fundraising is delighted that Blackbaud Europe, our long term partner and a key service provider to the sector, is playing a role in the education of fundraisers," he said. "Events such as the Blackbaud Relationship Management Conference provide a great opportunity for fundraisers to update their professional knowledge and skills, so we are pleased to be there and be involved."

To [register](#), or for more information on the conference programme, visit www.blackbaud.co.uk

About Blackbaud Europe

Blackbaud Europe, Ltd. is a division of Blackbaud, Inc. (Nasdaq: BLKB), the leading global provider of software and related services designed specifically for not-for-profit organisations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. More than 22,000 organisations – including Cancer Research UK, CRISIS, University of Cambridge and English National Opera – use one or more of Blackbaud products and [consulting services](#) for in-house and online [ticketing](#), marketing, [website management](#), and [fundraising](#). Since 1981, Blackbaud's sole focus and expertise has been partnering with not-for-profits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.co.uk.

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Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organizations; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc. All other trademarks are the property of their respective owners.