

Blackbaud Relationship Management Conference 2010

Better Together

11-12 October | London

Blackbaud

Monday 11th October 2010

	09.30-10.30	10.40-11.40	B	12.10-13.10	13.10-14.40	14.50-15.50	B	16.10-17.10	R
The Raiser's Edge - Edward 1	Keynotes 09.30-10.30 Martin Jervis - Vice President and Managing Director Blackbaud Europe. Marc Chardon - President and Chief Executive Officer Blackbaud Inc Sir Stuart Etherington, Chief Executive NCVO	Advanced Prospect Cultivation in The Raiser's Edge - Daithi O'Flaherty	Break 11.40-12.10	Taking Queries to the Next Level, the 10 Queries You Must Have - Gordon Mitchell	Lunch 13.10-14.00 Plenary, 14.00-14.40 Chuck Longfield, Chief Scientist Blackbaud Inc - Passion Matters	Bringing It All Together - The Raiser's Edge® for Direct Marketers - Daithi O'Flaherty	Break 15.50-16.10	The Raiser's Edge - More Than Fundraising - Alex Ross	Drinks reception 17.15-19.30
The Raiser's Edge - Edward 2		The Raiser's Edge: A Support Analyst's Top 10 Tips and Tricks. - John Anderson		Multiple Database Syndrome: Symptoms, Risks and Possible Cures - Ivan Wainwright, IT for Charities		Ready to Report? Fast and Efficient Reporting Within Raiser's Edge. - Carolyn McLellan		Reporting for the Power User: Taking the Mystery out of Crystal Reports and Pivot Reports - Azadi Sheridan	
Internet - Edward 3		Little Known Gems of Blackbaud NetCommunity - Sandra Luther		Deep Dive into BBNC - Robert McAllen		Why Email? Why Now? - Robert Goodman		Live & Interactive: Your Website in Focus - does your website meet your organisational objectives? - Raheel Gauba	
Digital Marketing - Edward 4		Mobile Communications and Giving - Steve MacLaughlin		Not Everything That Counts Can Be Measured. Not Everything That Can Be Measured, Counts - Roger Lawson, and Stefan Kaday, The Good Agency		Index of Metrics and Benchmarks: "You, Me, and the Bear" - Steve MacLaughlin		Fundraising for the Whole Organisation - Lynne Moses, Third Sector Academy and David Saint, Action Planning	
Fundraising Effectiveness - Edward 5		Evaluating Lifetime Value - John Baguley, International Fundraising Consultancy		Making a Business Case - Iain Pritchard, Sayer Vincent		The Fundraising Communities of Tomorrow - Simon Burne, Think Consulting		Maximising Donor Development - Kevin Kibble, The Supporter Development Team	
New Technologies - Albert 3				CRM Design Workshop - a look into the future! Focus on User Interface - Ryan Frere		Customisations: To Infinity and Beyond - Fabio Di Fiore		CRM Design Workshop - a look into the future! Focus on Mobile Applications - Ryan Frere	
Arts & Culture - Albert 2		The Price is Right - Tim Baker, Baker Richards Consulting Ltd		12.10-12.40 Making the Patron Edge Part of the Fabric of Theatre at The Mill - Susan McCleary, Newtownabbey Borough Council - Theatre at the Mill and Robert Fleming		14.50-15.20 Best Practices for Arts Marketing in 2010 - Sarah Ogle, AMA Board Member		'Google It' - Chewy Trehella, Google (location Edward 6/7)	
				12.40-13.10 Digital Media and the Arts - Charlotte Wilson, Audiences UK and Joanne South, Arts & Business		15.20-15.50 Discover the Next Generation - Kieran Healey			

All sessions open to all delegates

E&OE - Sessions and timing may be subject to change

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Tuesday 12th October 2010

	09.30-10.30	B	11.00-12.00	12.10-14.00	14.00-15.00	B	15.30-16.30
The Raiser's Edge - Edward 1	The Basics and Beyond: Importing into the Raiser's Edge - Anuraag Lal	Break 10.30-11.00	Running a Direct Debit Programme in The Raiser's Edge - Alan Jarvie, Direct Debit Limited and Gordon Mitchell	Plenary, 12.10 - 13.00 Shaun Sullivan , Chief Technology Officer, Blackbaud Inc Perspectives on Blackbaud's Technology Roadmap Lunch 13.10-14.00	Tips for Customising The Raiser's Edge Using API - Anuraag Lal	Break 15.00-15.30	Home Pages and Dashboards in The Raiser's Edge - Daithi O'Flaherty
The Raiser's Edge - Edward 2	Infinite Customisations - Solutions for a New Platform - David Zeidman, Zeidman Development		The Basics of Raiser's Edge for a Higher Education Org or Independent School - Keith Collins, Purple Vision		Tips for Maintaining a Healthy Database - Gordon Mitchell		Segmentation in Seconds using Blackbaud Direct Marketing - Alex Ross
Internet - Edward 3	Personalising Your Website: Practical Advice for Connecting Online - Sandra Luther		World's Best Interactive not-for-profit Websites - Raheel Gauba		Building a Facebook Fanpage - Robert McAllen		Getting 560 People to Jump off a Bridge: Events Management using RE & BBNC - Chris Marks, Chest Heart & Stroke Scotland
Digital Marketing - Edward 4	The Secrets of Security and Hacking - Neil O'Neil (the hacker!), The Logic Group		Effective Challenge Event Fundraising - Robert Mc Allen		The Strategic Approach to Design - Raheel Gauba		Using Google Tools in BBNC - Chewy Trehella, Google and Sandra Luther
Fundraising Effectiveness - Edward 5	Digital and Direct. Why aren't they working together yet? - Reuben Turner, The Good Agency		Striving for Best Practise in Database Management - Ciara Bosworth, Head of Database Services, Shelter		Data protection in the Digital Space - Rosemary Smith, Opt-4		Email Fundraising from A to Z - Michael Kaufman, Vismail
New Technologies - Albert 3	CRM Design Workshop - a look into the future! Focus on Business Processes - Ryan Frere				Applying an 'Enterprise Wide' Approach to Achieve Better Service Delivery - Simon Collins, British Heart Foundation		
Arts & Culture - Albert 2	09.30-10.00 The System Manager and the Patron Edge - All Things Data - Rebecca Williams, Edge Hill University and Robert Fleming 10.00-10.30 Angels, Demons and The Patron Edge at Ely Cathedral - Judith Kerridge, Ely Cathedral and Eddie Lee				Understand your PCI Journey and Take a Peek at the Next Generation of Smart TPS - Angus Blest, The Logic Group		The Patron Edge 4: Now and the Future - part 1 - Kieran Healey (location Albert 1)