


Principal partner

**PROGRAM SUMMARY** _v19


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



DAY ONE: Wednesday 1 May 2024


08.30	REGISTRATION & ARRIVAL TEA/COFFEE		Coffee Cart sponsored by Entertainment
09.00 – 10.30	HARRIS ROOM <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	JONES ROOM <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>	
	SESSION 1A - Masterclass 1 (part 1) Looking for love in all the right places – finding digital audiences ready to be your life-long donors (PART 1) ANDREW MARTIN . Lead Strategist & Co-founder, <i>The Fundraising Agency</i>	SESSION 1B - Masterclass 2 (part 1) The ultimate event acquisition masterclass MARCUS BLEASE, Co-founder & Director //MICHAEL WILSON, Digital Fundraising Strategist//EMILY DOUGAN, Digital Strategy Director// ZEBEDEE STONE, Group Account Director (Events), <i>Donor Republic</i>	
10.30 – 11.00	MORNING TEA		Coffee Cart sponsored by Entertainment
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	WATTLE/THOMAS/BROADWAY/ JONES ROOM <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>		
	SESSION 3 <i>Introduction: Carrie Fletcher, Group Account Director, Donor Republic</i> AI for fundraising – understand it, embrace it – a panel discussion FACILITATOR: <i>Fiona Atkinson, Content Creator, F&P</i> MAMTA BHATT, Director of Strategy & Delivery, <i>Parachute Digital</i> // NICO CONFALONIERE-SMITH, Regular Giving Specialist, <i>Australian Conservation Foundation</i> // TROY MUIR, Senior Marketing & Technology Leader, (ex <i>Movember & Heart Foundation</i>) // MAISA LOPES-GOMES (Head of Digital Fundraising, <i>Cerebral Palsy Alliance</i>) Session sponsored by 		

14.30 - 15.00	AFTERNOON TEA		
15.00 - 15.50	WATTLE/THOMAS/BROADWAY/ JONES ROOM		
	<p>SESSION 4 <i>Chair: Fiona Atkinson, Content Creator, F&P</i></p> <p>Look at what your bum did! Lessons in digital storytelling and UX from the social enterprise sector. (You'll say thank you!)</p> <p>DOMINIQUE ANTARAKIS, CEO, <i>Change&Co</i></p>		
15.55 - 16.50	<p>SESSION 5 <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i></p> <p>What happens (post event) once the curtains close, and the applause fades away? A STEPtember case study with More Strategic</p> <p>MEGAN MAYA, Consultant, <i>More Strategic</i> JENNIFER BAILY, Campaign Manager, <i>STEPtember</i></p>		
16.50 - 17.50	<p>HAPPY HOUR NETWORKING DRINKS <i>(Celebrating 20 years of service to the NFP sector)</i></p>		<p><i>Sponsored by</i> </p>

DAY TWO: Thursday 2 May 2024

08:15	REGISTRATION & ARRIVAL TEA/COFFEE			<p><i>Coffee Cart sponsored by</i> </p>
09.00 - 09.50	WATTLE/THOMAS ROOM <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	BROADWAY/ JONES ROOM <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>	HARRIS ROOM - TECH DEMOS <i>Chair: Tatyana Kovalyov, Marketing Solutions & Partnerships Manager, F&P</i>	
	<p>SESSION 7A</p> <p>Email best practice with Baptist World Aid - a 246% increase success story</p> <p>ELLYSE MCCALLUM, Marketing Manager <i>Baptist World Aid</i></p>	<p>SESSION 7B</p> <p>Metrics that matter: What every P2P fundraiser needs to know</p> <p>TIM BRACK, Analytics & Optimisation Lead <i>Funraisin</i></p>	<p>09.00 – 09:30</p>	<p>SESSION 7C</p> <p>Google Ads grant mastery: our strategy for maximising your budget</p> <p>HADRIEN BRASSENS, Director, <i>Reef Digital</i></p>

9.50 - 10.20	MORNING TEA Coffee Cart sponsored by  Entertainment		
	WATTLE/THOMAS ROOM <i>Chair: Jaime Lines, Digital Marketing Specialist, F&P</i>	BROADWAY/ JONES ROOM <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>	HARRIS ROOM - TECH DEMOS <i>Chair: Tatyana Kovalyov, Marketing Solutions & Partnerships Manager, F&P</i>
10.20 - 11.10	<p style="text-align: center;">SESSION 8A</p> <p style="text-align: center;">Could social media advertising be working harder for your fundraising?</p> <p style="text-align: center;">LACHLAN DALE, Digital Strategist & Consultant</p>	<p style="text-align: center;">SESSION 8B</p> <p style="text-align: center;">The Wellington Free Ambulance Onesie Appeal: a case study</p> <p style="text-align: center;">RACHEL WILSON, Head of Communications, <i>Wellington Free Ambulance</i> // CLAIRE CARRUTHERS, Head of Fundraising, <i>Wellington Free Ambulance</i> <i>Sponsored by</i> </p>	
11.15 - 12.00	<p style="text-align: center;">SESSION 9A</p> <p style="text-align: center;"><i>Chair: Fiona Atkinson, Content Creator, F&P</i></p> <p style="text-align: center;">The age of AI has arrived. A practical session on how to use AI in your marketing and fundraising</p> <p style="text-align: center;">TANIA AHMED, Digital Consultant, <i>Parachute Digital</i> // MAISA LOPES-GOMES, Head of Digital Fundraising, <i>Cerebral Palsy Alliance</i></p>	<p style="text-align: center;">SESSION 9B</p> <p style="text-align: center;">Vinnies' Gift a Night off the Streets: Inside one of the most successful digital acquisition campaigns in Australia</p> <p style="text-align: center;">KASEY SYVERSON, Senior Account Manager, <i>Elevate Fundraising</i> // AI-LIN CRISFORD, Manager Direct Marketing, <i>St. Vincent De Paul Society (NSW)</i></p>	<p style="text-align: center;">SESSION 9C</p> <p style="text-align: center;">From donuts to donations: 7 ways to supercharge your fundraising</p> <p style="text-align: center;">DEAN VOSCIANO, Chief Growth Officer, <i>Entertainment Group</i></p> <p style="text-align: center;">11:15 - 11:45</p>
12.00 - 12.55 <i>(55 mins)</i>	LUNCH		
	WATTLE/THOMAS ROOM <i>Chair: Fiona Atkinson, Content Creator, F&P</i>	BROADWAY/ JONES ROOM <i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i>	HARRIS ROOM - TECH DEMOS <i>Chair: Tatyana Kovalyov, Marketing Solutions & Partnerships Manager, F&P</i>
12.55 - 13.45	<p style="text-align: center;">SESSION 10A</p> <p style="text-align: center;">Australian Conservation Foundation's groundbreaking lead recruitment and conversion program</p> <p style="text-align: center;">RACHEL MALLARD, Regular Giving Specialist BRONTE SMALL, Digital Marketing Lead, <i>Australian Conservation Foundation</i></p>	<p style="text-align: center;">SESSION 10B</p> <p style="text-align: center;">Creative approaches to fundraising: what we can learn from the arts</p> <p style="text-align: center;">JAYNE LOVELOCK, Direct Private Partnerships and Impact, <i>Creative Australia</i> // CHRIS HOWLETT, Co-Founder, Melbourne Digital Concert Hall // SUZANNE MILLAR, Artistic Director, <i>bAKEHOUSE Theatre</i> and Creative Director, <i>KXT on Broadway</i></p>	<p style="text-align: center;">SESSION 10C</p> <p style="text-align: center;">Using segmentation in your fundraising campaigns to achieve 70%+ open rate and 20%+ click rate on your emails</p> <p style="text-align: center;">BRETT MACDONALD, Managing Director, <i>Ezy Raise</i></p> <p style="text-align: center;">12:55 - 13:25</p>

13.50 - 14.40	<p style="text-align: center;">SESSION 11A</p> <p style="text-align: center;">Good, fast AND cheap: How User-Generated Content can make your campaigns shine</p> <p style="text-align: center;">KYLE VERMEULEN, Creative Director, <i>ntegrity</i></p>	<p style="text-align: center;">SESSION 11B</p> <p style="text-align: center;">Hairy conversations: Movember, AI and the future of peer-to-peer fundraising</p> <p style="text-align: center;">LUKE BRIDGES, Founder & CEO, <i>Conversr Kudosity //</i> EUAN ROBERTS, Head of 1:1 and Marketing Automation, <i>Movember</i></p>		
14.40 - 15.10	<p>AFTERNOON TEA</p> <p style="text-align: right;"><small>Sponsored by</small>  Parachute Digital <small>Guiding you through the digital landscape</small></p>			
15.10 - 16.00	WATTLE/THOMAS/BROADWAY/ JONES ROOM			
	<p style="text-align: center;">SESSION 12</p> <p style="text-align: center;"><i>Chair: Fiona Atkinson, Content Creator, F&P</i></p> <p style="text-align: center;">The importance of the 2nd gift and how to create a brilliant digital strategy to get it</p> <p style="text-align: center;">DAN TUNLEY, Digital Consultant, <i>Parachute Digital</i></p>			
16.05 - 16.55	<p style="text-align: center;">SESSION 13</p> <p style="text-align: center;"><i>Chair: Jeremy Bradshaw, Founder & Director, F&P</i></p> <p style="text-align: center;">We donated to 50 charities - this was what we experienced in the first 90 days as new donors</p> <p style="text-align: center;">MARCUS BLEASE, Co-founder & Director, <i>Donor Republic</i> CARRIE FLETCHER, <i>Group Account Director, Donor Republic</i></p>			
1655 - 1700	CLOSING REMARKS			

PRINCIPAL PARTNER



MAJOR PARTNERS



OTHERS

