



Charity Marketing Conference 2014

Thursday 16 October 2014

09:00 - 16:45

Location

St Monica Trust
Main Hall
Cote Lane
Westbury-On-Trym
Bristol, BS9 3UN

Booking information
Please book online
www.cim.co.uk/64379

Or call The Chartered Institute
of Marketing on
+44 (0)1628 427340

Ticket Prices

£75.00 CIM Members
£55.00 Studying Members
£55.00 Students
£95.00 Non-Members



Chartered CPD Programme
This is a CPD category 10 event.

Overview

Charity marketers and fundraisers must engage with a range of stakeholders and communicate in imaginative ways in order to keep their organisations in the minds of their target audiences.

This one-day charity conference will provide attendees with a range of insights and practical ideas around customer/stakeholder engagement, customer experience management, communications strategies, social media and crisis communications.

There will also be an update from industry experts around current trends and issues in fundraising. The event will be of particular benefit to those who are involved in not-for-profit marketing, fundraising, and stakeholder engagement.

Chaired by Steve Hughes, CEO of Lilian Faithfull Homes, the programme will include speakers from a wide range of different sized organisations and a variety of activity, from Bristol's Arnos Vale Cemetery, to the national campaigning charity, 38 Degrees.

Speakers include

- *Dagmar Smeed, formerly of Avon Wildlife Trust and SS Great Britain Trust*
- *Jerry Angrave, Empathyce*
- *Madeline Carroll, 38 Degrees*
- *Kate Doodson, Cosmic IT*
- *Peter Andrews, Bath and West Energy*
- *Jo Foster, Wide Blue Yonder PR*
- *Nancy Chambers, Fundraising Consultant*
- *Paul Courtney, Institute of Fundraising*
- *Juliette Randall, Arnos Vale Cemetery*
- *Tracy Melling, Dorset Community Foundation*

Booking and timings

Registration from 09:00; the event starts at 09:30 and finishes at 16:45. If you are non-EU resident, please call the events team to make your booking.

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Timings	Programme Outline
09:00 - 09:30	<i>Registration</i>
09:30 - 09:40	Welcome and Introduction from the conference chair Steve Hughes, CEO, Lilian Faithfull Homes
09:40 - 12:30	Session 1 - Customer/stakeholder engagement and experience management Dagmar Smeed, formerly of Avon Wildlife Trust and SS Great Britain Trust - Understanding your customer/stakeholder needs Jerry Angrave, Empathyce - Making it work in practice - customer journey mapping/loyalty Madeline Carroll, 38 Degrees - Packing a punch above your weight: stakeholder-led campaigns
12:30 - 13:30	<i>Lunch and networking</i>
13:30 - 15:30	Session 2 - Communicating in a complex world Kate Doodson, Cosmic IT - Integrated communication, where does social media fit in? Peter Andrews, Bath and West Community Energy Jo Foster, Wide Blue Yonder PR - Managing a crisis: St Monica Trust fire case study
15:30 - 15:45	<i>Tea Break</i>
15:45 - 16:30	Session 3 - Fundraising - current trends and issues - panel session Nancy Chambers, Chair Bristol and Bath Development Director Group and Fundraising Consultant Paul Courtney, Chair of Institute of Fundraising South West Region and Fundraising Consultant Juliette Randall, CEO Arnos Vale Cemetery Tracy Melling, Director, Dorset Community Foundation
16:30 - 16:45	Conference closing address Steve Hughes, CEO, Lilian Faithfull Homes and conference chair