

Hoping to see you at IFC 2018: here's the latest highlights

You'll find most IFC 2018 workshops already on our [website here](#), but we are still adding innovative and exciting sessions to the final programme. If you are still undecided, here are some of the highlights we have for you.

IFC 2018: Together We Can will cover topics from traditional and cutting-edge fundraising (the hard-edged learning sessions that IFC always delivers so well) through to pushing the boundaries of innovative finance, how movements build and ideas catch fire in our hyper-connected world, and unpacking vital but often neglected areas such as ethics.

Our [feedback](#) shows that participants value the **learning, education, inspiration and networking of IFC**. While tangible learning is vitally important, we find that organisations that send multiple participants also gain greatly from **enhanced team spirit and shared learning**.

You will find sessions to satisfy all participants – from any form of fundraiser (individuals, major donors, corporate partnerships, trust and foundations etc.) to those who need to get up to speed in less traditional areas. Here are some themes/sessions to look out for beyond the core workshop programme:

- **Masterclasses:** 21 to choose from – each one either a day or day-and-a-half deep dive. Collaborative, high-level, hands-on, including experts from Fantastic Studios, Purpose.com, leading digital agencies and corporate experts examining journey mapping, digital campaigns, performance management, transformational leadership, and many more topics.
- **Closing keynote:** Esther Dingemans from the Dr. Denis Mukwege Foundation in DRC will deliver a hugely inspiring session on her organisation's work to support women who are victims of sexual violence in conflict. She'll share incredible stories of women finding strength and becoming powerful community leaders. As ever, our keynote sessions are created specifically for IFC. You won't have seen them anywhere else!
- **The ethics of power in fundraising:** A special half-day on the power dynamics between fundraisers-donors and between fundraisers-beneficiaries. A firm ethical basis for fundraising is vital. Led by Ian MacQuillin, director of Rogare Think Tank.

- **'Un-plenary' and 'Un-sessions':** In the spirit of Together We Can, these are innovative, free-form discussion sessions to explore keynote themes,, delve into ethics, and enable you to explore issues that matter with world-class facilitators.
- **Leadership Forum:** among many leadership-relevant sessions, of particular interest will be the three-hour session from Burkhard Gnarig, former CEO of Save The Children International and Founder of the International Civil Society Centre.
- **[Blockchain, behind the hype:](#)** Fascinating insights into what blockchain may accomplish, including the ability for humanitarian causes to securely deliver direct-to-the-field donations. Led by Founder Duncan Cook of 3 SIDED CUBE, this will also examine potential applications of Artificial Intelligence.
- **Country sessions:** Sessions on regions to watch – such as Germany/Poland, Brazil/Argentina and South Korea/Japan – where the tenets of innovation and collaboration are taking root and propelling the work of change-makers and visionaries into the future. There's also a session specifically on Islamic finance.
- **Friend or Faux: What Emerging Trends and Technology Might Change the World:** Augmented Reality. Neural Networks. Cryptocurrency. 4D Printing. Smart Dust. We are surrounded by a whirlwind of amazing technological innovations, but which ones will go big and which will go bust? How will emerging consumer trends, technology evolutions, and social good sector strategies all come together? That's what this session is all about. Join Steve MacLaughlin, vice president of data & analytics at Blackbaud and Bernard Ross, director with The Management Centre, as they explore the potential perils and possibilities of the not too distant future.
- **Big Rooms:** 6 major sessions including:
 - **[SickKids vs. Apathy: A transformational shift in brand strategy to attract new audiences and drive new levels of giving](#)** – A warts-and-all insight into a ground-breaking campaign from Canada.
 - **[Dreams: The font that feeds people power](#)** – Acclaimed speaker Alan Clayton with research, case studies and his uniquely inspiring presentational style.
 - **[The Neuroscience of Philanthropy: A fundraisers guide to how supporter brains work](#)** – Led by Bernard Ross, director of the Management Centre and an internationally regarded expert in strategic thinking, organisational change and personal effectiveness.
 - **IWITOT: 'I Wish I'd Thought of That'** – An around-the-world view of impactful stories of collaboration that will change the way you think and act.

Futurology: A look into what the future has in store for us by leading futurologists.

Women in leadership: A panel of senior female CEOs and executives from top INGOs and social good organisations sharing insights.

- **[Innovation Camp](#) - A masterclass+** where around 30 participants benefit from a range of expert speakers, social entrepreneurs and innovators from the world of social change and beyond. Led by Marcelo Iniarra, and now in its third year with stellar reviews. Here's a little of what participants in last year's Innovation Camp had to say:
 - *"They provided excellent examples of innovation cases.. It was inspiring and emotional."*
 - *"Informative, inspiring, mind-blowing at times - but always with that down-to-earth approach."*
 - *"Fantastic!"*
- **[Together We Can: The importance of building community and why it is an essential pillar of successful fundraising](#)** - Grant Leboff, renowned author of "Sticky Marketing," will present a clear understanding of how to communicate effectively in today's digital world, providing a strategic understanding of the new rules of engaging with stakeholders, volunteers and donors. Grant will outline the thinking necessary to deliver outstanding fundraising results in today's digital economy.

And the 'softer side' of IFC's benefits? While IFC delivers tremendous value in terms of learning, there is also a wider, perhaps softer benefit to attending that is no less important. One participant said that it 'felt like coming home'. And we know from years of experience that people who attend IFC gain a refreshed sense of purpose and drive that benefits both them personally and their organisations. Outside of the formal sessions, IFC is characterized by generous-spirited sharing of knowledge and insight. The connections made and insights gleaned from informal conversations are often an important take-away for participants.

We really hope to welcome you to [IFC 2018!](#)

For more information on the conference, please contact ifc@resource-alliance.org and the [Resource Alliance team](#) will be happy to help!