

IFC POP UPS

HONG KONG 2019



VENUE : The Wave, 4 Hing Yip Street, Kwun Tong, HKI Hong Kong

Time	Theme						
08:30 – 09:00	Registration						
09:00 – 09:10	Hosts: Daniel To, HongKong Workgroup Lead & Usha Menon representing Resource Alliance.						
09:10 – 10:00	Welcome and Opening - Resource Alliance Manifesto - video Opening remarks - Intro Workgroup members.						
09:10 – 10:00	Highlights of International Fundraising Congress presented by fundraisers from around the world- 'I Wish I'd Thought Of That' (IWITOT)						
10:00 – 11:00 (60 mins)	Essential Pillars for Successful Fundraising – Building a community – <ul style="list-style-type: none"> • Video presentation by Grant LeBoff (UK), CEO, STICKY MARKETING CLUB • Local case-presentation by Bowie Lam, Executive Director - Teen's Key • Q & A 						
11:00 – 11:20	Tea break / Networking						
11:20 – 12:30 (75 mins)	Increase campaign results by 20% – 50% with digital integration <ul style="list-style-type: none"> • video presentation by Beth Kanter (USA) and Marco Kuntze (UK) • Local Case presentation by Rodney Hung • Q&A 						
12:30 – 13:30	Lunch / Networking						
Action Learning Workshops							
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;"></th> <th style="width: 50%; background-color: #e91e63; color: white;">Room 1</th> <th style="width: 50%; background-color: #e91e63; color: white;">Room 2</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;">13:30 – 15:00 (90 mins)</td> <td style="vertical-align: top;"> Workshop 1: Grant success – The essentials of performance measurement, relationship management and reporting – <ul style="list-style-type: none"> • video presentation by Jo Garner (Australia), • facilitated Q&A Skype session with Jo Garner • Ruby Yong - D H Chen Foundation - local case study • Q&A • Facilitator: Suki Chung </td> <td style="vertical-align: top;"> Workshop 2: Art of Storytelling – develop your storytelling super power for good <ul style="list-style-type: none"> • video presentation by ML Lalonde (USA) • Local sharing by Matt Friedman, CEO, The Mekong Club • Q&A • Facilitator: Vincent Low </td> </tr> </tbody> </table>		Room 1	Room 2	13:30 – 15:00 (90 mins)	Workshop 1: Grant success – The essentials of performance measurement, relationship management and reporting – <ul style="list-style-type: none"> • video presentation by Jo Garner (Australia), • facilitated Q&A Skype session with Jo Garner • Ruby Yong - D H Chen Foundation - local case study • Q&A • Facilitator: Suki Chung 	Workshop 2: Art of Storytelling – develop your storytelling super power for good <ul style="list-style-type: none"> • video presentation by ML Lalonde (USA) • Local sharing by Matt Friedman, CEO, The Mekong Club • Q&A • Facilitator: Vincent Low
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15:00 – 15:30	Tea break / Networking						

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	Room 1	Room 2
15:30 – 17:00 (90 mins)	<p>Workshop 3: Get monthly giving to work for you – make it flourish</p> <ul style="list-style-type: none">• video presentation by Fiona McPhee (NZ),• facilitated Skype session with her & Q&A• Case study presentation: Cindy Ho, Lead, Regular Giving for HK Red Cross• Q&A• Facilitator: Winnie Wong	<p>Workshop 4: Major Donor Fundraising Finding, meeting and talking to high net-worth supporters –</p> <ul style="list-style-type: none">• video presentation by Tony Myers (Canada)• Case study presentation: Amy PARKER , Vice President AsiaPacific , GG+A• Q&A
17:00 –	Closing inspiration session	
17:20	David Begbie, Co-Founder, Crossroads	
17:20 –	Group photo and event evaluation	
17:30		