

08h30 – 09h20	Registration	
09h20 – 09h30	Welcome	
09h30 – 10h30	<p>The power of story: Hacking society’s operating system Help see the invisible stories that shape our behaviour and belief in what’s possible and the common shapes and arcs of powerful stories.</p>	<p>Shweta Luthra Global Fundraising Specialist, UNICEF (Switzerland) Brian Fitzgerald Founder and co-director, Dancing Fox (Netherlands)</p>
10h35 – 11h30	<p>How journey mapping can modernise your organisation’s engagement, communication and fundraising Explore how journey mapping can build a conversation and deepen relationships with supporters, through empathy and improved engagement.</p>	<p>Mike Johnston President and Founder, Hewitt and Johnston Consultants (Canada)</p>
11h30 – 11h40	TEA BREAK	
11h40 – 12h30	<p>Finding, Meeting and Talking to donors Learn what things to look for in a conversation with major donors, the things you need to listen to and how to translate what you hear and see into an easy ask.</p>	<p>Tony Myers Principal & Senior Counsel, Myers & Associates (Canada)</p>
12h35 – 13h30	<p>An introduction to neurofundraising and behavioural marketing Understand the principal learnings and test results from behavioral marketing, neuromarketing, psychology, and behavioral science, and how that can be used to approach major donors.</p>	<p>Geoff Peters President, Moore DM Group (USA)</p>
13h30 – 14h45	LUNCH	
14h45 – 15h35	<p>Together We Can: Why building community is an essential pillar of any successful fundraising. Explore how social media and smart phones have revolutionised communication and the way information is absorbed and disseminated.</p>	<p>Grant LeBoff CEO, Sticky Marketing (UK)</p>
15h40 – 16h30	<p>Get monthly giving working for you: What makes monthly giving programmes flourish Tricks and tactics for building and managing successful monthly giving programmes.</p>	<p>Fiona McPhee Fundraisingologist, Moceanic (New Zealand)</p>
16h30 – 17h00	<p>Global Fundraising in a Brazilian Context: Live roundtable with IFC participants to share successes and challenges on how they implemented new fundraising tools and techniques in their organisations. Mariana Chammas (Head of Relationships, ISA – Instituto Socioambiental), Andrea Peçanha (Institutional development manager at Ipê - Instituto de Pesquisas Ecológicas and ABCR board member), Débora Borges (Relationship with society manager at Fundo Brasil de Direitos Humanos), Flávia Lang (Founder and General Manager at Pitanga.Mob) and Vivian Fasca (Marketing & Fundraising Director, Greenpeace Brasil)</p>	