# 2021 Timetable
## Wednesday, 20 October

Hosted by Brian J. Higgins, The Resource Alliance

## Main Stage

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 09.00 - 10.00 | Prof Linda-Gail Bekker (Director, Desmond Tutu HIV Centre and ORO, Desmond Tutu Health Foundation)  
**Future Gazing: From HIV/AIDS & TB to COVID and Beyond**  
Followed by live Q&A session with speakers |
| 10.30 - 11.00 | Melody Song (Co-founder, Do Good Here)  
**Human-Centred Design: A Case Study in Fundraising** |
| 11.15 - 11.45 | Nick Burne (Managing Partner, Nick Burne Fundraising)  
**Beyond Facebook: The Art of Sustainable Fundraising** |
| 12.00 - 12.30 | Diego Da Ros (Project Manager, myDonor Società Benefit SRL)  
**Build Better, Raise More: Landing Pages for Fundraising** |
| 12.45 - 13.15 | Kelvin Glen (International Lead, Afrika Tikkun and Director, KhulumaSA)  
**In the Pipeline: Funneling the Next Generation of Fundraisers** |
| 13.30 - 14.30 | Irwin Fernandes (UNICEF), Pam Tahker (Consultant), and Kartik Desai (KOBS); hosted by Willeke van Rijn (Consultant)  
**Has the Pandemic Pushed Us to Change Fundraising?**  
Followed by live Q&A session with speakers |
| 15.00 - 15.30 | Kait Sheridan (Giving Tuesday), Evans Okinyi (FUNDECISE), and Diana Miller (FUNDECISE, UniDiaParaDarCO)  
**Building Movements: Making Your Network Work for You** |
| 15.45 - 16.15 | Houssam Chahine (Head, Private Sector Partnerships, MENA, UNHCR)  
**Giving Zakat: The What, Why and How of Islamic Philanthropy Fundraising** |
| 15.30 - 16.30 | Clare Sweeney (Fundraising Consultant & Keepace Fundraising Consultancy)  
**Legacy Fundraising: Are We Embracing Its Full Potential?** |
| 16.15 - 16.45 | Live Q&A with Houssam Chahine  
**Human-Centred Design: A Case Study in Fundraising** |
| 16.45 - 17.00 | Live Q&A with Melody Song  
**The Risks, Rewards, and Opportunities of Social Network Fundraising** |
| 17.00 - 17.30 | Jill Ritchie (Consultant, Papillon UK)  
**Tips on Raising Money from UK Donors** |
| 17.45 - 18.15 | Live Q&A with Mariléy Liebenberg and Kelly Du Plessis  
**Taking Stock: Reviving Your Strategic Fundraising** |

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## Session Stages

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| 10.00 - 11.00 | Patrick Marucha (CEO, CECORADA)  
**Leadership and Partnership in Non-Profit-Making Organisations** |
| 11.00 - 11.30 | Live Q&A with Melody Song  
**Human-Centred Design: A Case Study in Fundraising** |
| 11.00 - 12.00 | Simon Varley (Head of Growth, GivePanel)  
**The Risks, Rewards, and Opportunities of Social Network Fundraising** |
| 12.00 - 13.00 | Live Q&A with Diego Da Ros  
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All times in UK BST

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# 2021 Timetable

**Thursday, 21 October**

Hosted by Shungu Chirunda, SenseSana

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<th>Time</th>
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| 09.00 - 10.00| Anshu Gupta (Social Entrepreneur and Founder, Geeni)  
FROM POWER STRUCTURE TO ECOSYSTEM: REINVENTING THE ENTIRE MODEL UPON WHICH CHARITABLE GIVING IS BASED  
Followed by live Q&A session with speaker |
| 10.30 - 11.00| Gbibo Bulloch (Founder, Craigmoroch) & Maggie De Pree  
(Co-founder, The League of Intrapreneurs)  
SOCIAL INTRAPRENREURS: THE INTERNAL AGENTS ADVANCING MEANINGFUL CHANGE |
| 11.15 - 11.45| Rhiannon Sullivan (VP, Strategy & Partnerships, Care2.com) & Andrew Taylor-Dawson (Development Manager, Liberty)  
BREAKING YOUR OWN RULES: COVID-19 AND DIGITAL FUNDRAISING |
| 12.00 - 12.30| Ligia Peña (Global Legacy Manager, Greenpeace International)  
& Alexis Gaitman (Executive Director, Humanity & Inclusion)  
OUT WITH THE OLD: A FRESH APPROACH TO LEGACY FUNDRAISING |
| 12.45 - 13.15| Mark Todd (Digital Marketing Manager, Fauna & Flora International)  
& Louise Barton (Digital Marketing Manager, Manifesto)  
ALWAYS ON: A DIGITAL FRAMEWORK FOR FUNDRAISING GROWTH |
| 13.00 - 13.30| Marcelo Iniarro (Founder/Creative Consultant, marceloiniarro.com)  
Nana Asantewa Afdzinu (Executive Director, WACSI), Dr Dhananjayan (Danny) Srisankerajah (CEO, Oxfam GB), & Corinne Aartman (Programme Manager, Wilde Ganzen Foundation)  
LET’S WALK THE TALK ON SHIFTING POWER |
| 13.30 - 14.00| Kendall Nowers (Digital Marketing Manager, Nexus Direct)  
PRODUCING QUALITY CONVERSIONS ONLINE POST COVID'S 2020 FLUKE YEAR OF METRICS |
| 14.00 - 14.30| Jeanette Udoh (Head of Innovation at Access Bank and Founder, Africa Rising - Women in Innovation)  
BECOMING A SOCIAL IMPACT LEADER: HOW I FOUNDED AFRICA RISING - WIN |
| 14.45 - 15.15| Live Q&A with Gbibo Bulloch & Maggie De Pree  
SOCIAL INTRAPRENREURS: THE INTERNAL AGENTS ADVANCING MEANINGFUL CHANGE |
| 15.00 - 15.30| Joshua Leigh (Senior Digital Manager, Social Social)  
HOW TO GET AWAY WITH FACEBOOK: NGO ADVERTISING UNDER THE 'SOCIAL ISSUES’ LABEL |
| 15.45 - 16.15| Live Q&A with Ligia Peña & Alexis Gaitman  
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EMBRACING E-COMMERCE: FUTURE-PROOF YOUR INCOME GENERATION |
| 16.45 - 17.00| Live Q&A with Mark Todd & Louise Barton  
ALWAYS ON: A DIGITAL FRAMEWORK FOR FUNDRAISING GROWTH |
| 17.00 - 17.30| Toni Simson (E-commerce Consultant, Sustrans) & Matt Smith (Senior Consultant, THINK)  
EMBRACING E-COMMERCE: FUTURE-PROOF YOUR INCOME GENERATION |
| 17.15 - 17.45| Kimberley Blease (EVP, Client Relationships, Blakely), Laurie Buske (Director of Resource Development, Cuso International), Rachel Hunnybun (Fundraising Consultant, Blakely), & Eileen Melnick-McCarthy (Director of Communications and Marketing, Cuso International)  
A BRIDGE TO SUCCESS: THE POWER OF INTER-TEAM COLLABORATION |

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| 14.45 - 15.00| Live Q&A with Sarah Olivier  
PLANNING THROUGH UNCERTAINTY: BUILDING YOUR STRATEGIC FRAMEWORK |

**Fringe**

- **Big Conversation**
- **Workshop/Q&A**
- **Keynote**
- **Fringe**

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<th>Presenter(s)</th>
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<tbody>
<tr>
<td>09.00 - 09.30</td>
<td>MAIN STAGE</td>
<td>Mohammed Zaid (Founder &amp; CEO, LYBOTICS) &amp; Xiomara Acevedo</td>
<td>Making Change Happen</td>
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<tr>
<td>09.45 - 10.15</td>
<td>MAIN STAGE</td>
<td>Fiona McPhee (Director, Fiona McPhee Ltd.)</td>
<td>Don't Take Attrition Lying Down: Maximising Donor Retention</td>
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<td>10.30 - 11.00</td>
<td>MAIN STAGE</td>
<td>Seema Nair (Head of Product Development, SG Global Support Services) &amp; Franck Bocquet</td>
<td>Individual Giving in Asia: The Impact of COVID-19</td>
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<td>11.15 - 11.45</td>
<td>MAIN STAGE</td>
<td>Amber Dempster (Customer Growth Manager, Enthuse), Jonny Smyth (Head of Communications &amp; Fundraising, Action Mental Health), &amp; Angela Richmond (Founder, Red Fox Research)</td>
<td>Refresh, Reflect, Reconnect: What the Last 18 Months Have Meant for the Charity Sector</td>
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<tr>
<td>12.00 - 12.30</td>
<td>SESSION STAGES</td>
<td>Ewald Verhoog (Digital Fundraiser, Fundraising Love)</td>
<td>Digital Donor Journeys</td>
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<tr>
<td>12.45 - 13.15</td>
<td>SESSION STAGES</td>
<td>Anne Clark (Senior Strategist, Forward Action) &amp; Beth Miles (Digital Strategy Manager, Forward Action)</td>
<td>Drive the Action You Want: Digital Mobilisation for Fundraisers</td>
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<tr>
<td>13.30 - 14.00</td>
<td>SESSION STAGES</td>
<td>David S. Kidder (Founder, Investor, Speaker, and Author)</td>
<td>Rekindling a Culture of Possibility and Innovation in the Nonprofit Sector</td>
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<td>14.30 - 15.30</td>
<td>SESSION STAGES</td>
<td>Tari Caliskan (Project Officer, German Fundraising Association) &amp; Martin Georgi (Chairperson, German Fundraising Association)</td>
<td>Giving Tuesday: Sharing Experiences and Expectations</td>
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<tr>
<td>14.30 - 15.30</td>
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<td>Erica Waasdorp (President, A Direct Solution)</td>
<td>Sustainers - Current Trends in Your Home Country and Abroad</td>
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