

Day 1 @ a glance :: Tuesday 14 May 2024



08:30 Registration & Coffee

09:30 Welcome & Opening Remarks

Inga Byrne, Ask Direct & Áine Myler, Charities Institute Ireland
Red Hall

09:50 Opening Plenary: Bowie, McGowan, O'Connor and the future of fundraising

Damian O'Broin

10:30 Coffee Break

11:00 Challenging the status quo

Camille St-Omar
Donaldson
Purple Hall

Everything you always wanted to know about Irish donors

Edwina Newcombe
Red Hall

Fundraising in tough times
Eelco Keij, Svitlana Pugach & Konstantina Papadimitriou
Gold Hall

12:00 The power of integrating content

Jayne George
Purple Hall

Transformative branding strategies for non-profits

Conor Byrne
Red Hall

AI Empowered: Navigating the fast-paced world of fundraising technology
Cherian Koshy
Gold Hall

12:45 Lunch

13:45 Open Space set-up & scheduling

Gold Hall

14:15 Donor panel: In conversation with living legators

Chair, Claire Routley
Purple Hall

Open Space
Coordinator, Jean O'Brien
Multi-session Spaces

15:15 Coffee Break

15:45 The fundraising taxonomy of love

Jen Shang
Purple Hall

The productisation of fundraising

Tiwa Odukoya
Red Hall

Burnout, emotional exhaustion and the future of the fundraising sector
Michelle Reynolds & Colin Skehan
Gold Hall

16:45 High value legacy giving

Claire Routley
Purple Hall

Creative rule breaking for direct response nerds

John Lepp
Red Hall

Outward mindset: from silos to dream teaming
Max Newton & Lindsay Tilston Jones
Gold Hall

18:00 Drinks & Nibbles

Oriel Room at Foley's Bar



08:30	A Fundraising Walking Trail of Dublin Kevin Delaney <i>Chartered Accountants House Reception</i>	Morning Coffee <i>Chartered Accountants House Cafe</i>	
09:30	LinkedIn for fundraising strategy Eelco Keij <i>Purple Hall</i>	"You can't just take the money and run": what can we learn from media and campaign fundraising in the Gofundme era? Caoileann Appleby, Susan Daly, Jess Hayes, & Siobhán O'Donoghue <i>Red Hall</i>	The fundraising taxonomy of love Jen Shang <i>Gold Hall</i>
10:30	Unpicking the sector's biggest strategic challenges Jane Trenaman <i>Purple Hall</i>	Open Space Coordinator, Jean O'Brien <i>Multi-session Spaces</i>	When Women Won documentary screening Invisible Thread Films <i>Gold Hall</i>
11:30	Coffee Break		
12:00	A donor is for life: the Dogs Trust Ireland story JoAnne O'Donovan <i>Purple Hall</i>	Way beyond digital fundraising Paul de Gregorio <i>Red Hall</i>	Wisdoms from the past, for great fundraising now Marina Jones <i>Gold Hall</i>
12:45	Lunch Break		
13:45	What happens in fundraising when you focus on what donors actually need? Mark Phillips <i>Purple Hall</i>	Audience-first mobilisation and lead generation in a changing digital landscape Sarah Crowhurst & Joshua Leigh <i>Red Hall</i>	Fundraising ethics: doing the right thing? But what is the right thing? Ian MacQuillin, Cherian Koshy & Meredith Niles <i>Gold Hall</i>
14:30	Coffee Break		
15:00	Open Space Highlights <i>Red Hall</i>		
15:45	Closing Plenary: Are we even halfway there? A conversation with Ailbhe Smyth		
16:45	Closing Remarks		