



bbcon 2014

Blackbaud Conference for Not for Profits

Cockle Bay, Sydney

27 – 28 October 2014

www.blackbaud.com.au/bbcon

Conference Schedule

Day 1: Monday, 27 October

	FUNDRAISING INNOVATION & INSPIRATION DARLING I & II	DIGITAL FUNDRAISING & ENGAGEMENT QUAY I	ETAPESTRY & EFFORTS TO OUTCOMES QUAY II	DATABASE MANAGEMENT TERRACE ROOM	
	Registration (8:00 – 8:45 a.m.)				
	WELCOME (8:45 – 9:00 A.M.) — KEVIN SHER, MANAGING DIRECTOR, BLACKBAUD PACIFIC				
	KEYNOTE (9:00 – 10:00 A.M.) — FINDERS KEEPERS, LOSERS WEEPERS: ARE YOU REALLY KEEPING THE DONORS YOU HAVE FOUND? LAWRENCE HENZE, PRINCIPAL CONSULTANT, TARGET ANALYTICS				
	Morning Tea (10:00 – 10:30 a.m.)				
10:30 – 11:15 a.m.	Look After Your Donors in More Ways than One <i>Rev. Bill Crews, CEO, Exodus Foundation</i>	Rethinking Donor Journeys for Mobile <i>Nick Allen, Director, Nuevo Fundraising</i>	eTapestry™ Product Roadmap <i>Jeremiah Flickinger, Product Marketing Manager, Blackbaud Pacific</i>	The Raiser's Edge Product Roadmap <i>Jay Odell, Vice President, Mass Market Solutions, Blackbaud</i>	10:30 – 11:15 a.m.
11:20 a.m. – 12:05 p.m.	Corporate Relationships: Are You a Pet or a Partner? <i>Annabel Lush, Business Manager, Leukaemia & Blood Cancer New Zealand</i>	Adding Digital Touch Points to the Donor Journey <i>Shanelle Clapham, Digital Adventurer, Parachute Digital</i>	Getting the Best Out of eTapestry™ <i>Mark Scott, Consultant, Blackbaud Pacific</i>	Panel Session: A Best Practice Approach to Data Hygiene <i>Christina Hoey, Save the Children New Zealand; Rachel Crossman, Blackbaud Pacific; Bridgette Wraight, Berry Street</i>	11:20 a.m. – 12:05 p.m.
12:10 – 12:55 p.m.	Panel Session: Individual Donor Fundraising. What's Changed? And How Does the Future Landscape Look? <i>Facilitated by John De Rango, Director, Redstone Marketing</i>	Growing Digital Strategically: Capacity Building to Optimise Online Conversions <i>Cameron McPherson, Marketing & Direct Channels Manager, Save the Children</i>	Using an Events Program to Kickstart Acquisition <i>Sean Murray, CEO, Australian Mitochondrial Disease Foundation (AMDF)</i>	Winning the Battle Against Fraud: Protecting Your Organisation <i>Tim Hardy, Associate Director, Community Banking, NAB; Dennis Pope, Head of Process Control, NAB</i>	12:10 – 12:55 p.m.
	Networking Lunch (12:55 – 1:45 p.m.)				
1:45 – 2:30 p.m.	Why On Earth Would a Major Donor Club Work For You? <i>Micah Demmert, Major Gift Manager, Oxfam Australia</i>	Acquiring New Donors Online <i>Jonathan Storey, Fundraising Manager, Australian Conservation Foundation</i>	Panel Session: Which Fundraising Tactics Work Best for Small Charities? <i>Alison Paul, St. Vincent de Paul Society Queensland; Sarah Donohue, Conservation Volunteers</i>	Reduce Cost & Take the Effort Out of Donation Processing with EzeScan's Advanced Automated Data Capture Solution <i>Simon Cruickshank, EzeScan</i>	1:45 – 2:30 p.m.
2:35 – 3:20 p.m.	Oxfam Unwrapped: How Goats Changed the Face of Charity in Australia <i>Charlie Syme, Appeals Manager, Oxfam Australia</i>	Seeding and Running a Successful Online Community for Your Supporters <i>Julie Delaforce, General Manager, Quiip</i>	A Case Study of ETO in a Multi-Agency Model <i>Ashley Perez, Senior Manager, Programs & Performance, HIPPY Australia</i>	Optimising Payment Processing for Not-for-Profits <i>Karl Margrain, Business Development Manager, IP Payments</i>	2:35 – 3:20 p.m.
	Afternoon Tea (3:20 – 3:40 p.m.)				
3:40 – 4:25 p.m.	Synergise to Maximise: How to make 1 + 1 = 3 <i>Jennifer Doubell, Executive Director, Peter MacCallum Cancer Foundation</i>	Using Big Data for Online Segmentation: Tips and Tricks from the Corporate Sector <i>Pascal Hakim, Solutions Manager, Krux Digital</i>	Efforts to Outcomes Overview and Roadmap <i>Greg Simmons, ETO Practice Manager, Blackbaud Pacific and Jamie Searth, International Sales Director, Social Solutions Global</i>	Raising More Money with The Raiser's Edge: Top Tips & Tricks <i>Rachel Crossman, Senior Consultant, Blackbaud Pacific</i>	3:40 – 4:25 p.m.
4:30 – 5:15 p.m.	Endless Possibilities of Peer-to-Peer Fundraising: A Link into Corporate Employee Giving <i>Tim Loke, Resource Development Services & Support Manager, Habitat for Humanity</i>	A Bright Online Future: Net-Community & Online Express <i>Jeremiah Flickinger, Product Marketing Manager, Blackbaud Pacific</i>	A Case Study of ETO in a Single Agency <i>Brenda Dolieslager, General Manager, Youth Programs, STREAT</i>	From Little Things, Big Things Grow - Building a Regular Giving Program from the Ground Up <i>Rachel Bailey, Director of Supporter Program, The Nature Conservancy</i>	4:30 – 5:15 p.m.
	Networking Drinks in Exhibition Area (5:15 – 7:00 p.m.)				

Further details on each session can be found at www.blackbaud.com.au/bbcon2014

Conference Schedule

Day 2: Tuesday, 28 October

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Blackbaud Conference for Not for Profits

FUNDRAISING INNOVATION & INSPIRATION

DARLING I & II

CRM FOR LARGE ORGANISATIONS

QUAY I

ALUMNI ENGAGEMENT & DONOR MANAGEMENT IN HIGHER EDUCATION

QUAY II

ENGAGING, MOTIVATING, AND INSPIRING YOUR PEER-TO-PEER SUPPORTERS AND DONORS

TERRACE ROOM

Exhibition Hall Opens (8:00 – 8:45 a.m.)

WELCOME (8:45 – 9:00 A.M.)

KEYNOTE (9:00 – 10:00 A.M.) — 90% PERSPIRATION, 10% INNOVATION: TESTING NEW WAYS WHILE YOU GET ALL THE BASICS RIGHT, NICK ALLEN, DIRECTOR, NUEVO FUNDRAISING

Morning Tea (10:00 – 10:30 a.m.)

10:30 – 11:15 a.m.

To Fundraising and Beyond: the NBCF Journey

Carole Renouf, CEO, National Breast Cancer Foundation

Blackbaud CRM™ Product Roadmap

Bill Walsh, Director of Product Management, Blackbaud

Harnessing Blackbaud NetCommunity™ to Engage Your Alumni, Donors and the Community: A Case Study

Michael Fenton, Manager, Advancement Services, University Of Wollongong

Inspiring Great Peer-to-Peer Fundraising: Findings of the 2014 Donor Behaviour and Motivation Study

Martin Paul, Director & Co-Founder and Julie Roberts, Consultant, More Strategic

10:30 – 11:15 a.m.

11:20 a.m. – 12:05 p.m.

Get Out of Your Comfort Zone & Grow Your Fundraising: A Practical Guide for Small Organisations

Gwen Green, Engagement and Marketing Director, Oxfam NZ

Implementing an Enterprise-wide CRM: A Best Practice Approach

Warwick Kowalczyk, Project Manager, Blackbaud Pacific

Finding and Reconnecting with Your Lost Alumni

Travis Stone, Information Coordinator (External Relations, Development & Alumni), Monash University

Charity Case Study: Best Practices in Online Fundraising

Pascale Harvie, Head of Sales & Partnerships, Everyday Hero and Chris Varney, Youth Services Manager, World Vision Australia

11:20 a.m. – 12:05 p.m.

12:10 – 12:55 p.m.

Empowering Visionaries and Advocates While Influencing the Influencers

Rupert Ross, National Faith Partner Manager, World Vision New Zealand

Functionality to Get Excited About: The Very Best of Blackbaud CRM

Bethany Davis, Senior Consultant, Blackbaud Pacific

Alumni and Development Reporting in The Raiser's Edge™

Ray Villarica, Higher Education Manager, Blackbaud Pacific

Everything Counts: Trends and Technology Driving Peer-to-Peer Growth

Simon Lockyer, Global Marketing Director & Co-Founder, Everyday Hero

12:10 – 12:55 p.m.

Networking Lunch (12:55 – 1:45 p.m.)

1:45 – 2:30 p.m.

How to Build - and Retain - an Effective Fundraising Team

Andrew Giles, Chief Executive Officer, The Garvan Foundation

It's Not Really Rocket Science

Greg Dellas, Business and Systems Information Manager, Plan ANO

Engagement Metrics and Alumni Relations

Craig Johnson, Associate Director, Advancement Services, and Lea Sublett, Associate Director Alumni Relations, The Australian National University

The Art of Digital Marketing: PPC, SEO, and Social Media

Llew Jury, Managing Director, Reload Media

1:45 – 2:30 p.m.

2:35 – 3:20 p.m.

The Golden Triangle? The (mis)fit between Boards, CEOs and Fundraisers

Wendy Scaife, Senior Research Fellow, Australian Centre for Philanthropy & Nonprofit Studies

Session to be announced

Bill Walsh, Director of Product Management, Blackbaud

Building an Integrated, Effective and Efficient Prospect Identification and Management System

Lawrence Henze, Principal Consultant, Target Analytics

Everyday Hero Product Roadmap

Nathan Betteridge, Global Managing Director & Co-Founder, Everyday Hero

2:35 – 3:20 p.m.

Afternoon Tea (3:20 – 3:40 p.m.)

The Future of the Not for Profit Sector – Charlie Cumbaa, Senior Vice President, New Business Development, Blackbaud (3:40 – 4:10 p.m.)

End of Conference (4:15 p.m.)

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