



The Digital Campaign Hot House: 48 Hours To Build The Most Awesome Digital Campaign The World Has Ever Seen

Masterclass

Speaker: **Aroon Dougan, Jason Potts** Think Digital (GB)

Date: **Tuesday 9 October 2018** – 14:30-18:00

Venue: Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**

14:30-16:00 >> **Part 1**

16:00-16:30 >> **Coffee Break**

16:30-18:00 >> **Part 2**

We'll start off by sharing the creative principles and successful studies from causes that have engaged support and raised real money online. Then you'll work in groups to create campaigns around a brief you help create. As well as the speakers' expertise, you'll have access to virtual support from specialist digital designers, online influencer researchers and social media marketing experts. Working as a group to tight time scales, you'll also be exposed to some of the theory and practices of agile working that will give an insight into the culture required to be a successful digital team. Finally, the group will feed back on your work and we'll round up the lessons you can take away to implement in your own organisations. This session builds on our innovative and very highly rated "digital appeal hothouse" from IFC 2017. There will be some input from the speakers but primarily hands-on group work to build out the campaign for real with an experienced digital team to support the delegates at every stage.



Learning outcomes:

- How to creatively build a digital campaign from scratch.
- How to work as a team in a very short time to agile working methodologies – so gaining insights into successful digital culture and working practices.
- How to plan a multi-faceted digitally-led campaign.

Who should attend:

This masterclass is for people who are or will be hands on running digital campaigns either nationally or internationally in a non-profit organisation.

Jason Potts has worked in digital media in the international non-profit sector for over 20 years. After starting his career in the publishing sector, he moved to Burnett Associates where he worked on some of the first ever global digital fundraising strategies and programmes for non-profits such as Greenpeace, Amnesty International and UNICEF. Since then he's worked on projects ranging from cultural change driven by digital channels, to an iPhone app that highlights the symptoms of meningitis and has developed digital strategies with INGOs in pretty much every part of the world.

In 2012, Jason set up THINK Digital and continues to deliver both strategic and campaign-specific projects for a range of INGOs, helping them to drive growth and embed digital thinking and channels within their organisations. Some of the clients Jason has been proud to work directly with in the past five years are Amnesty International, UNHCR, IRC, the National Trust, Christian Aid, and the British Library.

Jason is widely recognised as an innovative and pioneering contributor to the development of digital thinking and channels in the non-profit sector and continues to inspire and lead the way. He is a regular speaker at international fundraising conferences and presents at numerous national fundraising conferences and at the skillshares of many leading INGOs on the impact digital thinking and channels have on non-profit causes in terms of the way they engage, communicate and raise funds. When he's not working on digital strategy and campaigns, Jason enjoys playing golf (although not very well; self-admitted) cooking, watching sport, and travelling.



Aroon Dougan has worked in fundraising and marketing for a range of non-profit organisations over the past 12 years from conservation to medical research to international development. She has vast experience, both at a hands-on level, leading on fundraising campaigns across a range of channels and audiences, and at a strategic level. In the five years prior to joining THINK Digital, Aroon specialised in digital fundraising and strategy, and her last role in the non-profit sector was as Chief Executive of a crowdfunding charity in London. Aroon joined THINK Digital as Strategy Director in January 2016, and provides both strategic consultancy and project management services to a range of NGOs and INGOs, as well as running all things operational for THINK Digital. In her 'spare' time, Aroon enjoys travelling, reading, cooking, dancing (albeit not very well), and interior design. If you want your bathroom redesigned, ask to check out her portfolio from Chelsea School of Art!



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