



Streda 14. október 2015 – SK-CZ Konferencia					
Od do	Téma		Spíker	Krajina	Organizácia
8:00 9:00	Registrácia účastníkov (Full + Slovak-Czech Programme)				
9:00 9:15	A	Banka ako páka a urýchlovač výsledku	Rastislav Blažej	SK	Slovenská sporiteľňa
9:15 10:30	A	Strategický fundraising ako riadený proces	Lucia Štasselová	SK	Nad. Pomoc jeden druhému
	B	Vztahový fundraising – od řízení toků darů k řízení vztahů s dárci	Jan Gregor	CZ	Hnutí Duha
	C	Transparency International Česko a Slovensko: Protikorupčná fundraisingová cesta	David Kotora Martina Kormanová	CZ SK	Transparency International ČR a Slovensko
10:30 11:00	Prestávka na kávu				
11:00 12:00	A	Jak přivést 17 organizací k první kampani propagující dědictví v České republice	Tomáš Vyhnálek	CZ	Člověk v tísni
	B	Vztahový fundraising – od řízení toků darů k řízení vztahů s dárci	Jan Gregor	CZ	Hnutí Duha
	C	Ako získať a využiť program Google pre neziskové organizácie?	Juraj Stankay	SK	Google Slovensko
12:00 12:30	Prestávka na kávu				
12:30 13:30	A	První slušná data o dárcovství v České republice	Jan Kroupa	CZ	České centrum fundraisingu
	B	Lajky jsou tu málo platný... aneb co společného může mít hiphop, humanitární organizace a fundraising	Jarmila Cihlářová	CZ	Nadace Via
	C	Kluby absolventů – záchrana pro naše vysoké školy anebo zbytečná investice?	Jana Ledvinová	CZ	České centrum fundraisingu
13:30 14:30	Obed (iba pre účastníkov Full Programme)				



Wednesday 14 October 2015 – Masterclasses							
From	To	Topic	Speaker	Country	Organization		
14:00	14:30	Delegate Registration (Masterclass Programme only)					
14:30	16:00	Part 1	A	How To Develop A Digital Public Mobilization Concept That Shakes Hearts And Minds I.	Marcelo Iniarra	ARG	www.marceloiniarra.com
			B	How Digital Advertising Can Boost Your Online Fundraising I.	Colin Delany	USA	Epolitics.com
			C	Corporate Partnerships For Beginners I.	Maria Ros Jernberg	SWE	Swedish Fundraising Council
			D	Behavioural Economics: The Future Of Fundraising Science I.	Bernard Ross	UK	the management centre
16:00	16:30	Coffee Break					
16:30	18:00	Part 2	A	How To Develop A Digital Public Mobilization Concept That Shakes Hearts And Minds II.	Marcelo Iniarra	ARG	www.marceloiniarra.com
			B	How Digital Advertising Can Boost Your Online Fundraising II.	Colin Delany	USA	Epolitics.com
			C	Corporate Partnerships For Beginners II.	Maria Ros Jernberg	SWE	Swedish Fundraising Council
			D	Behavioural Economics: The Future Of Fundraising Science II.	Bernard Ross	UK	the management centre
		End of the Day					



Thursday 15 October 2015 – CEE Conference					
From To	Topic		Speaker	Country	Organization
8:00 9:00	Delegate Registration (Classic Programme only)				
9:00 9:15	Welcome Speeches		Eduard Marček Richard Lyons Barbara Henterová	SK USA SK	Slovak Fundraising Centre Embassy of the USA Slovenská sporiteľňa
9:15 10:30	The Influential Fundraiser: How To Influence High-Value Givers In A One-To-One Setting		Bernard Ross	UK	the management centre
10:30 11:00	Coffee Break				
11:00 12:30	A	Mission Impossible? How To Fundraise Successfully For Difficult Causes	Patrick Mahassen	DE	Transparency International
	B	Those Who Are Afraid, Die Every Day. Those Who Are Brave, Die Just Once. Be Brave, Have A Plan, Make Money. And Change The World	Tomasz Michałowicz	PL	Jim Foundation
	C	Low-Cost Integrated Fundraising For The Brave	Jiří Krupa	CZ	Amnesty International CZ
	D	What's Up – How To Deal With Some Of The Latest Trends In Fundraising	Maria Ros Jernberg	SWE	Swedish Fundraising Council
12:30 13:30	Lunch				
13:30 15:00	A	How To Be A Fundraising Leader	Bernard Ross	UK	the management centre
	B	The Power And Joy Of Building A Legacy Relationship	Stefano Malfatti	ITA	Fondazione Don Carlo Gnocchi
	C	Grow Your Bottom Line 100% Through Online And Offline TESTING	Suzanne Cole Nowers	USA	Nexus Direct
	D	What's Up – How To Deal With Some Of The Latest Trends In Fundraising	Maria Ros Jernberg	SWE	Swedish Fundraising Council



Thursday 15 October 2015 – CEE Conference					
From To	Topic		Speaker	Country	Organization
15:00 15:30	Coffee Break				
15:30 17:00	A	When Advocacy Meets Fundraising: How To Use Political Issues To Drive Donations	Colin Delany	USA	Epolitics.com
	B	Selling Ideas Versus Selling Compassion	Richard Ďurana	SK	INESS
	C	Do You Need A Fundrasing Strategy? Let's Start Today!	Sylwia Kobayashi	PL	Sentio, Coaching & Fundraising
	D	Social And Digital Storytelling: New Trends To Share Your Causes!	Marcelo Iniarra	ARG	www.marceloiniarra.com
17:00 17:30	Coffee Break				
17:30 18:30	A	Fundraising Hip-Hop Free Style Contest	Jan Kroupa Jarmila Cihlářová	CZ	Czech Fundraising Center Via Foundation
	B	Get As Much As You Can!	Jana Ledvinová	CZ	Czech Fundraising Center
	C	A Wedding As A Crowdfunding Project. The Story of A Site-Specific Ritual On The Verge Of Authenticity	Zuzana Duchová	SK	Creative Desk Europe Slovakia
	D	Learn From The Biggest Mistakes Of The Past Year!	Suzanne Cole Nowers	USA	Nexus Direct
19:30	Party with Live Music (at Sladovňa House of Beer)				



Friday 16 October 2015 – CEE Conference					
From	To	Topic	Speaker	Country	Organization
9:00	10:30	A Mission Impossible? How To Fundraise Successfully For Difficult Causes	Patrick Mahassen	DE	Transparency International
		B Do You Need A Fundrasing Strategy? Let's Start Today!	Sylvia Kobayashi	PL	Sentio, Coaching & Fundraising
		C Membership Fundraising In The Cultural Sector	Suzanne Cole Nowers	USA	Nexus Direct
		D Are You Ready For An Individual Fundraising Campaign? A True Story About Building Fundraising In An NGO	Magda Sadłowska Karolina Błaszczuk	PL	Nobody's Children Foundation
10:30	11:00	Coffee Break			
11:00	12:30	A Those Who Are Afraid, Die Every Day. Those Who Are Brave, Die Just Once. Be Brave, Have A Plan, Make Money. And Change The World	Tomasz Michałowicz	PL	JiM Foundation
		B The Power And Joy Of Building A Legacy Relationship	Stefano Malfatti	ITA	Don Carlo Gnocchi Foundation
		C Low-Cost Integrated Fundraising For The Brave	Jiří Krupa	CZ	Amnesty International CZ
		D When Advocacy Meets Fundraising: How To Use Political Issues To Drive Donations	Colin Delany	USA	Epolitics.com
12:30	13:00	Coffee Break			
13:00	13:45	Fundraising Powered By Ideas: The Best Kept Secret	Marcelo Iniarra	ARG	www.marceloiniarra.com
		End of the Conference			