



**Marcelo Iniarra**

[www.marceloiniarra.com](http://www.marceloiniarra.com) (ARG)

## How To Develop A Digital Public Mobilization Concept That Shakes Hearts And Minds

### Masterclass

**Speaker:** **Marcelo Iniarra** [www.marceloiniarra.com](http://www.marceloiniarra.com) (ARG)  
**Date:** **Wednesday 14 October 2015** – 14:30-18:00  
**Venue:** The Crowne Plaza, Hodžovo nám. 2, 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**

What is the most important aspect of any public mobilisation and fundraising campaign?  
That's right...the concept!

The most important thing to remember is to not put your cart before your horse – if you have an appealing concept, then you can make the most of potential supporters waiting for us on Facebook or the billions of people that could engage with our organisations via smartphone or our email lists.

In my masterclass I'll be revealing some of my own tools to allow you to generate concept ideas that will be guaranteed to move both your supporters' hearts... and their minds.

Learning outcomes:

- Wow, I can't reveal it, just come to this session and I promise you will not be disappointed.

This Masterclass is mainly designed for dreamers that think everything is possible.



**Marcelo Iniarra**

[www.marceloiniarra.com](http://www.marceloiniarra.com) (ARG)

Marcelo is an innovative marketing professional and activist with over 25 years of experience working in the non-profit sector. He is now leading his own international creative consultancy – [www.marceloiniarra.com](http://www.marceloiniarra.com) – providing advice and inspiration to organisations all over the world such as Amnesty International, Greenpeace International, UNICEF, UNHCR, SOS Children Villages, MSF, WWF and many others. He is the former Fundraising & Campaign Innovation Manager for Greenpeace International, where he obtained a reputation for being one of the international pioneers of online fundraising and campaigning. Marcelo is already causing a stir in the sector as an independent player, fuelling the fire of social innovation.

“Why must we always do things in the same way,” he asks. “I work with my clients to try different ways to achieve social involvement in the NGO sector... boosting my strategies with creativity and innovation.”

His workshops and conference presentations, described by participants as “thrilling”, focus on innovative aspects of digital campaigning and fundraising as a means through which to achieve public motivation to act for social causes.

A highly coveted lecturer in his field, Marcelo is a popular keynote speaker at conferences all over the world.

Further evidence of his “off the wall” approach can be found in his publications “The Hidden Gate to the Pyramid” (Internet Management for Non Profits), “Your Organisation in the Donor’s Pocket” (People to People Fundraising), “Non-profit Internet Strategies” and “Globality” (Global Giving).

He is co-founder of the digital agency [www.chaxcha.com](http://www.chaxcha.com) and the news portal [www.clubdefundraising.com](http://www.clubdefundraising.com).



**CEE FUNDRAISING  
CONFERENCE**

[www.ceefundraising.org](http://www.ceefundraising.org)

**#CEEFC**