

Wednesday 11 October 2017 – Masterclasses						
From	To	Topic	Speaker	Country	Organization	
14:00	14:30	Delegate Registration (MASTERCLASS Programme only)				
14:30	16:00	C	<b>Ride A Tiger! How To Raise €5.5 Million A Year Without A Strategic Plan And Enjoy It</b>	Tomáš Vyhnálek	CZ	People in Need
		D	<b>Major Gifts &amp; Major Campaigns: The Art And Science Of Success</b> The Science and Discipline of a “Systems Approach”	Tony Myers	CA	Myers & Associates
16:00	16:30	Coffee Break				
16:30	18:00	C	<b>Ride A Tiger! How To Raise €5.5 Million A Year Without A Strategic Plan And Enjoy It</b>	Tomáš Vyhnálek	CZ	People in Need
		D	<b>Major Gifts &amp; Major Campaigns: The Art And Science Of Success</b> The Art and Craft of Major Donor Success	Tony Myers	CA	Myers & Associates
		Close				

Thursday 12 October 2017 – CEE Conference					
From To	Topic		Speaker	Country	Organization
8:00 9:00	Delegate Registration (CLASSIC Programme)				
9:00 9:10	Welcome Speeches		Eduard Marček Jana Vlašičová	SK SK	Slovak Fundraising Centre Slovenská sporiteľňa Foundation
9:10 10:30	OPENING PLENARY: A New Ambition		Alan Clayton	GB	Alan Clayton Associates
10:30 11:00	Coffee Break				
11:00 12:30	A	Why Goodvertising Matters And What We Can Do To Make It Global	Róbert Slovák Petra Švorcová	SK SK	Goodeas
	B	Innovation And Creativity With Confidence	Lucy Gower	GB	Lucidity
	C	Major Giving In The Balkans – A Case Study Of Trag Foundation	Tony Myers Tanja Bjelanović	CA RS	Myers & Associates Trag Foundation
	D	50,000 New Contacts In Three Weeks? Lead Generation Challenge Accepted!	Žaneta Gregorová Martin Máša	CZ CZ	Hnutí DUHA – Friends of the Earth Czech Republic
12:30 13:30	Lunch				
13:30 15:00	A	What's Hot, What's New! Trends That Influence Your Fundraising!	Alex Buchinger	AT	abc-fundraising
	B	The Culture Of Storytelling	Alan Clayton	GB	Alan Clayton Associates
	C	The Word Is Not Enough – How To Design Truly Emotional And Moving Direct Mailing?	Ewelina Bocian	PL	Ewelina Bocian Design
	D	Raising Millennial Fundraisers	Roland Csáki	HU	WWF International

Thursday 12 October 2017 – CEE Conference					
From To	Topic		Speaker	Country	Organization
15:00 15:30	Coffee Break				
15:30 17:00	A	<b>Fundraising In Eastern Europe: Challenges And Opportunities Of A New Market</b>	<b>Inés McCormick</b>	AT	SOS Children's Villages International
	B	<b>World Tour Of Fundraising Innovation</b>	<b>Clare Garey</b>	ES	Daryl Upsall & Associates
	C	<b>The Golden Gifts Of Fundraising Or Resource Mobilisation</b>	<b>Jolan van Herwaarden</b>	NL	College of Change
	D	<b>A Practical Guide To Storytelling</b>	<b>Lucy Gower</b>	GB	Lucidity
17:00 17:30	Coffee Break				
17:30 18:30	A	<b>Anatomy Of A Case Statement</b>	<b>Eva Aldrich</b>	US	CFRE International
	B	<b>Values Led And Results Driven: How To Empower Your Team To Better Fundraising Performance</b>	<b>Jan Kroupa Pavel Hrica</b>	CZ SK	Czech Fundraising Center Pontis Foundation
	C	<b>Panel Discussion On Fundraising As A Profession</b>	<b>Jolan van Herwaarden</b>	NL	College of Change
	D	<b>VR For Fundraising: What Works And What Doesn't. Hands-On Demo On Samsung Gear VR.</b>	<b>Maryna Yaroshchuk</b>	HU	Techfugees
19:30	Party with Live Music (at Sladovňa House of Beer)				

Friday 13 October 2017 – CEE Conference						
From	To	Topic	Speaker	Country	Organization	
9:00	10:30	A	Raising Millennial Fundraisers	Roland Csáki	HU	WWF International
		B	Tony's 10 Secrets Of Success In Fundraising	Tony Myers	CA	Myers & Associates
		C	The Word Is Not Enough – How To Design Truly Emotional And Moving Direct Mailing?	Ewelina Bocian	PL	Ewelina Bocian Design
		D	Innovation And Creativity With Confidence	Lucy Gower	GB	Lucidity
10:30	11:00	Coffee Break				
11:00	12:30	A	How To Shape Your Fundraising! The Ultimate Fundraising Fitness Workshop!	Alex Buchinger	AT	abc-fundraising
		B	World Tour Of Fundraising Innovation	Clare Garey	ES	Daryl Upsall & Associates
		C	Fundraising In Eastern Europe: Challenges And Opportunities Of A New Market	Inés McCormick	AT	SOS Children's Villages International
		D	50,000 New Contacts In Three Weeks? Lead Generation Challenge Accepted!	Žaneta Gregorová Martin Máša	CZ CZ	Hnutí DUHA – Friends of the Earth Czech Republic
12:30	13:00	Coffee Break				
13:00	13:45	CLOSING PLENARY: Changing Our World – One Conversation At A Time		Tony Myers	CA	Myers & Associates
		Close				

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