



Wednesday 9 October 2019 – Masterclasses					
From To	Topic		Speaker	Country	Organization
14:00 14:30	Delegate Registration (MASTERCLASS + FULL Programme)				
14:30 16:00 Part 1	A	Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale	Paul de Gregorio Amy Cameron	GB GB	Rally Forward Action
	B	How To Launch Your First Successful Peer-To-Peer Fundraising Campaign	Marco Kuntze Anett Matkó	GB HU	Relishing Digital UNICEF Hungary
	C	Start Your Corporate Fundraising Now!	Katalin Kovácsné Béres	HU	SOS Children's Villages International
	D	Legacy Giving – Do It Now And Do It Well	Richard Radcliffe	GB	Radcliffe Consulting
16:00 16:30	Coffee Break				
16:30 18:00 Part 2	A	Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale	Paul de Gregorio Amy Cameron	GB GB	Rally Forward Action
	B	How To Launch Your First Successful Peer-To-Peer Fundraising Campaign	Marco Kuntze Anett Matkó	GB HU	Relishing Digital UNICEF Hungary
	C	Start Your Corporate Fundraising Now!	Katalin Kovácsné Béres	HU	SOS Children's Villages International
	D	Legacy Giving – Do It Now And Do It Well	Richard Radcliffe	GB	Radcliffe Consulting
	Close				



Thursday 10 October 2019 – CEE Conference					
From To	Topic		Speaker	Country	Organization
8:00 9:00	Delegate Registration (CLASSIC Programme)				
9:00 9:05	Welcome Speeches		Eduard Marček Juraj Rizman	SK SK	Slovak Fundraising Centre Office of the President
9:05 10:30	OPENING PLENARY: Memory Failure – Why Do Donors Not Remember What We Tell Them?		Richard Radcliffe	GB	Radcliffe Consulting
10:30 11:00	Coffee Break				
11:00 12:30	A	Delivering On Your Promise	Jacob Møllemose	DK	Agency Scandinavia
	B	The Next Generation Of Giving: Are You Ready To Reach Gen Z, Gen Y, Gen X, Boomers And Civics?	Michael Johnston	CA	hjc
	C	Major Donor Campaign For The First Time	Jan Kroupa Jana Havlenová	CZ CZ	Czech Fundraising Center Sue Ryder
	D	Story Mapping	Brian Fitzgerald	NL	Dancing Fox
12:30 13:30	Lunch				
13:30 15:00	A	Simple Digital Fundraising Programs	Jacob Møllemose	DK	Agency Scandinavia
	B	Learning Lessons From Political Fundraising And Campaigning In The USA	Paul de Gregorio Zuzana Suchová	GB SK	Rally SAVIO/Cvernovka Foundation
	C	Legacy Giving Made Easy	Richard Radcliffe	GB	Radcliffe Consulting
	D	Corporate Fundraising & Non-Profit Organizations Partnerships 101	Betsy Akin Katalin K. Béres	US HU	Child & Family SOS Children's Villages Inter.
	E	Fundraising – Speed Chess Style – With Mike	Michael Johnston	CA	hjc



Thursday 10 October 2019 – CEE Conference						
From	To	Topic		Speaker	Country	Organization
15:00	15:30	Coffee Break				
15:30	17:00	A	Better Donor Relations	Jolan van Herwaarden Anna Rączkowska	NL PL	College of Change Greenpeace Poland
		B	Digital Outlook Report 2019 – How Do You Take Your Digital Fundraising And Marketing To The Next Level?	Michael Johnston	CA	hjc
		C	How To Start An Avalanche Of Legacy Giving: A Case Study From Serbia	Jelena Burazerović	RS	ORCA
		D	High Performance Team Working	Helena Sharpstone	GB	Sharpstone Skinner
17:00	17:30	Coffee Break				
17:30	18:30	A	Not For Love Nor Money	Jolan van Herwaarden	NL	College of Change
		B	Stand-Up Fundraising Pitch Contest	Jan Kroupa	CZ	Czech Fundraising Center
		C	The Most Disruptive Fundraising Technology: Why And How To Use It	David Kravinchuk	CA	Philanthropy Firerand
		D	New Thoughts On Leadership	Helena Sharpstone	GB	Sharpstone Skinner
19:45		Party with Live Music (at Sladovňa House of Beer)				



Friday 11 October 2019 – CEE Conference						
From	To	Topic		Speaker	Country	Organization
9:00	10:30	A	High Performance Team Working	Helena Sharpstone	GB	Sharpstone Skinner
		B	Shot To The Heart: You Can Give Love (And All Emotions) A Good Name (And Do Good!)	David Kravinchuk	CA	Philanthropy Firerand
		C	How To Start An Avalanche Of Legacy Giving: A Case Study From Serbia	Jelena Burazerović	RS	ORCA
		D	Corporate Fundraising & Non-Profit Organizations Partnerships 101	Betsy Akin Katalin K. Béres	US HU	Child & Family SOS Children's Villages Inter.
		E	Fundraising – Speed Chess Style – With Mike	Michael Johnston	CA	hjc
10:30	11:00	Coffee Break				
11:00	12:30	A	Major Donor Campaign For The First Time	Jan Kroupa Jana Havlenová	CZ CZ	Czech Fundraising Center Sue Ryder
		B	Story Mapping	Brian Fitzgerald	NL	Dancing Fox
		C	Better Donor Relations	Jolan van Herwaarden Anna Rączkowska	NL PL	College of Change Greenpeace Poland
		D	The Next Generation Of Giving: Are You Ready To Reach Gen Z, Gen Y, Gen X, Boomers And Civics?	Michael Johnston	CA	hjc
12:30	13:00	Coffee Break				
13:00	13:45	CLOSING PLENARY: Knowing Your Donors... Knowing Yourself		Gary Alven Edwards	AT	RED NOSES Clowndoctors International
		Close				



CEE FUNDRAISING
CONFERENCE

FUNDRAISING FRIENDLY

9 – 11 Oct 2019
Bratislava | SK

ORGANIZER



Slovak
Fundraising
Centre

IN COOPERATION



PARTNERS



MEDIA PARTNERS

