



Government
Events

The Future of Voluntary Sector Marketing, Communications and Fundraising

Tuesday 28th January
Event Guide





Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference being run by Government Events in the next 12 months. Please quote code Loyalty20 at the start of your booking.



How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



Wi-Fi

Username: etc venues

Password: wifi7010



Welcome Letter

Dear Delegate,

Welcome to The Future of Voluntary Sector Marketing, Communications and Fundraising.

The charity sector faces more scrutiny than ever; the Oxfam scandal of 2018 underscored the importance of effective image management, while the controversy surrounding the Comic Relief 2019 fundraising campaign demonstrates the changing landscape of charity campaigning. The Charity Commission Public Trust report in 2018 indicated that public trust in charities is at its lowest level since 2005. There have been demands for greater transparency in charity activities, sensitivity in campaigning and calls for charities to avoid targeting vulnerable audiences for fundraising from important figures, including the Charity Commission's William Shawcross. In this climate of increased scrutiny, many charities have rushed to showcase their transparency and sensitivity towards their beneficiaries in addition to developing comprehensive crisis communications strategies.

In light of this, today you will have the opportunity to hear the latest in successful marketing, communications and fundraising from key organisations, in addition to a series of best-practice case studies from charities of all sizes, demonstrating successfully proven approaches to crisis communications, building fundraising campaigns, social media campaigning and embedding change through effective internal communications.

If you have any questions or queries, please ask our onsite management team, who will be more than happy to help you. They are located at the registration desk.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Our Future Events

Please look at our website, www.GovernmentEvents.co.uk,
to view our future events. These include:

[The Victim Services Conference: Effectively and Sensitive Supporting Victims of Crime](#)

Tuesday 25th February 2020, Central London

[The Volunteer Conference: Managing, Enabling and Inspiring Volunteers](#)

Wednesday 22nd April 2020, Central London

[The Future of Special Educational Needs and Disability \(SEND\) Conference 2020](#)

Tuesday 17th March 2020, Central London

[Voluntary Sector Funding Conference 2020: Analysing Trends and Behaviours in Fundraising](#)

Wednesday 13th May 2020, Central London

For any enquiries, please call 0330 0584 285 or email Enquiries@governmentevents.co.uk

*Programme Subject to Change



Agenda AM

- 08:45-09:30 **Registration, Refreshments and Networking**
- 09:30-09:40 **Chair's Welcome Address**
Adeela Warley, CEO, Charity Comms
- 09:40-10:00 **Keynote Address: Developing an Effective Communications and Engagement Strategy for Charities of All Sizes**
Chloe Stables, Head of Communications, NCVO
- 10:00-10:20 **Case Study: Effectively Using Video Campaigns to Raise Public Awareness and Research Key Audiences**
Jane Keightley, Director of Communications, Child Bereavement UK
- 10:20-10:40 **Question and Answer Session**
- 10:40-11:10 **Refreshment and Networking Break**
- 11:10-11:35 **Case Study: Launching a Successful Branding Refresh to Deliver Greater Impact and Clarity of Purpose**
Antonio Cappelletti, Director of Digital Engagement and Communications, The Brain Tumour Charity
- 11:35-12:00 **Case Study: Ensuring the Engagement of Internal and External Stakeholders in the Process of a Website Relaunch**
Lara King, Head of Communications, Marketing and Membership, Rethink Mental Illness
- 12:00-12:20 **Question and Answer Session**
- 12:20-13:20 **Lunch and Networking**

*Programme Subject to Change



Agenda PM

13:20-13:40

Keynote Address: The Key Principles of Effective Fundraising: Achieving Excellence in Fundraising Campaigns

Daniel Fluskey, Head of Policy, Institute of Fundraising

13:40-14:00

Case Study: Not This Girl: Sensitively Using Impactful Stories as the Foundation for a Powerful Fundraising Campaign

Orla Fee, Director of Communications and Public Engagement, ActionAid UK

14:00-14:20

Case Study: Raising Public Awareness of Dyslexia Through a Technology-Driven Campaign

Callum Heckstall-Smith, Head of External Relations, British Dyslexia Association

14:20-14:40

Question and Answer Session

14:40-15:00

Refreshment and Networking Break

15:00-15:25

Keynote Address: The Code of Fundraising Practice: Ensuring Clear Communications and Addressing Complaints

Gerald Oppenheim, Chief Executive, Fundraising Regulator

15:25-15:45

Case Study: Effectively Running a Sensitive Crisis Campaign in the Wake of the London Terror Attacks

Kate Howell, Director of Development and Communications, Borough Market

15:45-16:00

Question and Answer Session

16:00

Chair's Summary and Close

*Programme Subject to Change



Speaker Biographies

Adeela Warley

CEO, Charity Comms

Adeela has over 20 years' experience in charity communications across multiple skills and functions: strategic planning, market research, media, PR, events, brand, publishing and digital. Before joining Charity Comms, she led the development of organisational communications, brand and audience strategies for Friends of the Earth, putting them at the heart of the charity's campaigning success and supporter engagement.



Government
Events

09:30-09:40

Chloe Stables

Head of Communications, NCVO

Chloe started her career in advertising, before taking a small detour into politics working for a well-known MP. This led onto working for a large public affairs consultancy before moving to homelessness charity, St Mungo's, where she established the public affairs function. Chloe is a trustee of Group B Strep Support, a small charity that campaigns to stop group B Strep infections, including meningitis, in babies. She is also a member of the advisory panel for the University of Westminster MA in Media, campaigning and social change.

Chloe oversees NCVO's communications. Her interests include:

- Communications
- Campaigning and influencing



Government
Events

09:40-10:00

Jane Keightley

Director of Communications, Child Bereavement UK

Prior to joining the voluntary sector, Jane held senior marketing roles at Diageo, developing UK and international advertising campaigns for global brands including Smirnoff, J&B whisky and Guinness.

As a consultant, Jane advises charities on branding and communications strategies, and has worked for a range of organisations including: Diageo Foundation; The Prince's Charities; Against Breast Cancer; Street Kids International; CARE International; and the Alcohol Education Trust.

Jane heads up the Communications team at Child Bereavement UK, a charity which supports families and educates professionals both when a baby or child of any age dies or is dying, and when a child is facing bereavement. Jane led the rebrand of the charity in 2012, and the #One More Minute film campaign, which won Charity Film of the Year at The Charity Film Awards 2019.



Government
Events

10:00 – 10:20



Government Events

Antonio Cappelletti

Director of Digital Engagement and Communications, The Brain Tumour Charity

With over twenty years' experience in marketing and communications Antonio is the Director of Engagement and Communications at The Brain Tumour Charity. He is a senior marketer with strong track record in developing and delivering successful engagement strategies and campaigns (both online and offline) that strengthen supporter relationships, generate income, raise awareness and create change. Experienced leader of high achieving multi-disciplinary teams and proponent of engagement and digital techniques; The Brain Tumour Charity is now the largest global charity dedicated to tackling brain tumours.



Government
Events

11:10 -11:35

Lara King

Head of Communications, Marketing and Membership, Rethink Mental Illness

Lara has over 15 years of comms experience from diverse roles in the public, private and third sector. She is currently on maternity leave from her role as Head of Comms, Marketing and Membership at Rethink Mental Illness, where she led a major relaunch of its website in 2019.

Prior to this, she worked as Group Manager at a military charity, where she ran its flagship campaign connecting veterans to its services and support. This saw a 33 per cent increase in beneficiaries, attracted via a diverse range of comms channels, from digital and social media, PR, print and radio advertising and events, which targeted health and social care professionals as well as carers and end-users.

Previously she was Marketing Manager at the London Fire Brigade, where she delivered the Brigade's first social media campaign, using a Facebook app to recruit a record number of firefighters. She also delivered a fire safety awareness campaign that was shortlisted for a Marketing Week Engage Award following a six per cent reduction in house fires over the Christmas period in 2011.

She has also held positions at Macmillan Cancer Support, TimeBank, and for a legal start-up company.



Government
Events

11:35-12:00

Daniel Fluskey

Head of Policy, Institute of Fundraising

Head of Policy and External Affairs Daniel leads the Institute's policy development and research work, keeping up to date with member priorities, promoting innovation on fundraising and working with key stakeholders, including civil servants and politicians, to make sure fundraising and giving are key priorities for the current and future governments.



Government
Events

13:20-13:40

Orla Fee

Director of Communications and Public Engagement, ActionAid UK

Orla Fee is Director of Communications and Public Engagement at ActionAid UK. Orla has fifteen years' experience in strategic communications across health care, human rights and international development. She holds an LLM in Human Rights, Emergency Law and Discrimination from Queen's University, Belfast.

ActionAid is an international organisation focussing on the rights of women and girls living in poverty in the global south. Their dedicated local teams are working to end violence and fighting poverty so that all women, everywhere, can create the future they want. Recent and current campaigns include My Body Is Mine, Not This Girl, and Women by Women.



Government
Events

13:40-14:00



Callum Heckstall-Smith

Head of External Relations, British Dyslexia Association

Callum leads the British Dyslexia Association's lobbying, communications and work outside the UK, campaigning for society and organisations to embrace dyslexic thinking. Dyslexic himself, Callum came to the British Dyslexia Association from roles in political campaigns and public relations consultancy.



Government
Events

14:00 – 14:20

Gerald Oppenheim

Chief Executive, Fundraising Regulator

Gerald is Chief Executive of the Fundraising Regulator. He took up the role on 1 July 2018 having been Head of Policy and Communications from January 2016 when the Regulator was set up.

Before that, he was Director of Policy and Partnerships at the Big Lottery Fund and one of its predecessors, the Community Fund, from 1995 until October 2010 when he became a freelance, working with charities, trusts and foundations on a wide range of policy and governance projects. His earlier career in the public sector was in the former Greater London Council housing department and then as a funder of charities and voluntary organisations.

He is a trustee and chair of the London Emergencies Trust (the successor charity to the former London Bombings Relief Charitable Fund which he chaired from 2005-2008). He is also a trustee and deputy chair of the National Emergencies Trust and an independent trustee and board member of the Armed Forces Covenant Fund Trust.

Previously, he was a member of the BBC Charitable Appeals Committee and its vice-chair from 2004-2009. He was a trustee and chair of the Camden Society (a charity for people with learning disabilities) from 2009-2017, a trustee and vice-chair at Citizens Advice Camden from 2011-2017 and an independent board member and trustee of the Asda Foundation from 2013-2018.



Government
Events

15:00 – 15:25

Kate Howell

Director of Development and Communications, Borough Market



Government
Events

15:25 – 15:45



Delegate List

Avante Care & Support, *Marketing Manager*
Back Up, *Head of Fundraising*
Claire House Children's Hospice, *Head of Communications*
Claire House Children's Hospice, *Supporter Insight and Development Manager*
Ethical Trading Initiative, *Acting Head of External Relations*
Girlguiding, *Head of Marketing & Audience Engagement*
Girlguiding UK, *Head of Marketing & Audience Engagement*
Greenwich & Bexley Community Hospice, *Interim Head of Fundraising*
Haven Hospices, *Head of Communications and Marketing*
Help for Heroes, *Head of Recovery Communications*
Help for Heroes, *Fundraising PR Manager*
Honeycomb Group, *Communications and Marketing Manager*
Imperial Health Charity, *Head of Communications*
MacIntyre, *Head of Marketing & Fundraising*
Mines Advisory Group, *Digital Coordinator*
Mousetrap Theatre Projects, *Marketing & Communications Manager*
RNIB, *Head of Marketing*
St Giles Trust, *Head of Fundraising*
St Mungo's, *Interim Director of Marketing and Communications*
The Association of Accounting Technicians, *Senior Marketing Manager*
The Association of Accounting Technicians, *Brand Design Manager*
The Honeycomb Group, *Head of Business Development and Fundraising*
The National Lottery Community Fund, *Head of Brand*
The Retreat, *Chief Officer*
The Royal British Legion, *Supporter Care Manager*
Together Trust, *Director of Governance and External Affairs*
Weldmar Hospice Care, *Marketing & PR Officer*
Willen Hospice, *Marketing and Communications Manager*



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

We wish you a safe journey home.

Government Events, 90 Long Acre, Covent Garden, London, WC2E 9RZ
T: 0330 0584285 W: www.GovernmentEvents.co.uk