9.15 – 10.45
Welcome and plenary

Charities and Digital in 2018

Purpose of panel discussion: Hear the latest thinking from three charity digital leaders on the challenges and opportunities facing the sector. Followed by a Q&A and your chance to put your questions to the panel.

The basics

Transformation

The future

11.00 – 12.30

Make your digital building blocks fit for purpose

Whilst many charities are embracing a bold new digital future, some are being held back by the basics. Attend this session to understand if you're getting the basics right, and what you need to consider to put in the foundations for digital growth and transformation. This session will allow you to:

- Learn what digital foundations your charity needs in place to benefit from digital
- Discover if your website, database and newsletter are fit for purpose
- Understand how to make them fit for purpose and ready to build upon

Charity digital transformation tools and techniques

Digital transformation has to be the sector buzzword of the year, yet only a few trailblazing charities are really getting to grips with undertaking one. You will learn from experts who are doing just that, sharing best practice tools and techniques for starting your own transformation. This session will allow you to:

- Explore the difference between digital projects, transformation, and maturity
- See real life examples of how charities are tackling digital transformation
- Do a rapid digital maturity audit of your charity in the session

New digital demographics

New technologies are talked about a lot. But what about new behaviours? How are the next generation of supporters and service users using new platforms and adopting new digital habits? They can play an even bigger role in which charities succeed or fail online. This session will allow you to:

- Learn about the demographics of digital service users and supporters
- Understand how the next generation is using technology differently
- Learn techniques and data sources to stay on top of these trends

12.30 – 13.30 Lunch

13.30 – 15.00

Digital marketing tips and tricks

Even the best charity website in the world won't make a difference if it's not marketed effectively. Learn tips and tricks for driving more service users and supporters to your website using cost effective digital marketing techniques.

- Learn which channels provide the best ROI (return on investment) for different campaigns and objectives
- Learn how changes in social media algorithms are making it harder for charities to reach audiences, and what to do about it
- Learn how to measure the success of digital marketing campaigns and experiments

How charities can deliver digital products and services

Most digital projects will live or die during the delivery stage. *Agile Project Management* system and user research are making it more practical than ever for charities to deliver digital projects in a less risky way. This session will allow you to:

- Learn how to deliver digital projects and services effectively
- Demystify the *Agile Project Management* system and how to make informed decisions about delivery priorities by consulting your potential users
- See a case study of a real life charity project that went through this process and hear from them how it worked

Future tech trends: AI, Blockchain and Connected Everything

Demystify the latest tech trends, from automation and AI (artificial intelligence), to Blockchain and cryptocurrency. Hear from experts working with these technologies to:

- Understand - in plain English - what Blockchain, BitCoin and cryptocurrencies are and the effect they may have on charities
- Learn how AI and automation is already being used by charities to make a difference to their service users
- Consider how the connection of people and online technology is impacting charities and creating new opportunities

15.00 – 15.15 Break

15.15 – 16.45

Dealing with data: beyond GDPR

GDPR will come into effect on the 25th May. Many charities will be asking "what next?" when it comes to collecting, managing and getting the most out of their data. Led by a charity data expert, this session will cover:

- How big charities are capturing and managing their data
- The value charities are getting from their data
- How to extract insights from your data without being a data scientist

Decentralising digital: building a digital culture in your charity

Successful digital transformation is as much about people as it is about technology. Many of the most digitally mature charities are integrating and embedding their digital function across their organisations, moving away from purely digital-specific teams. This session will cover:

- How to get your organisation on side with digital
- How to develop the digital skills and capacity of others in your organisation
- How to start to create a digital culture in your organisation

Funding charity digital

So you've identified a great opportunity to meet a user need or make your charity more efficient using a digital solution? Now you need to fund it. Attend this session to hear from real funders about what's available and what they look for in an application for funds for digital innovation. This session will cover:

- Which funders are funding charity digital innovation and what tends to be eligible
- What processes they expect charities to follow and what stages projects need to be at
- Tips and tricks to make your application stand out from the crowd

16.45 – 17.00 Closing speech
What to do next?

We'll suggest some next steps for when you return to the office, drawing on key themes and ideas from across our expert speakers.