

# Charityfair 2016

Two days of inspirational, topical learning to help you help others

Tuesday 24 & Wednesday 25 May

Resource for London,  
356 Holloway Road,  
London N7 6PA



DSC knows how to get these events just right. This event REALLY inspired me.

Alison Randle,  
Smart Prospects



Book your sessions now:

[www.charityfair.org.uk](http://www.charityfair.org.uk)

Organised by:

**dsc**  
directory of social change

Media Partner:

**Third Sector**

Workshops: **£35**

Day rate: **£165**

2 day rate: **£320**

# Charityfair

## What last year's delegates said:

That was the first Charityfair I've attended. Being new in the sector I found that it was a great opportunity to gain insights into fundraising, even within a one-hour workshop. The fair was organised very well and the atmosphere was very welcoming. Thank you!

Justyna Herbut, Right To Play UK



Overall, I am very pleased with attending Charityfair 2015. I came back to the office with many new ideas and knowledge that can be practically implemented. Thank you!

Natalia Michalska, The National Museum of the Royal Navy

Good mix of workshops and affordable for a small charity.

Mags Godderidge  
Nightline Association

DSC knows how to get these events just right - keep doing what you're doing and thank you very much. This event REALLY inspired me.

Alison Randle, Smart Prospects

I could really only afford one conference for my own training budget. The fact I could select sessions that would really be useful enabled me to plan my day to optimise use of time, money etc. Many thanks!

Alison Hodson,  
Voluntarywise

I love the new venue. It's very accessible for someone like me coming from Nottingham.

Bisi Salako, Godsvineyard Ministries



Whether you have only an hour to spend or the full two days, we can offer you something that will enable you to help others...

Workshops: **£35**

Masterclasses: **£70**

Day rate: **£165**

(incl. lunch)

2 Day rate: **£320**

(incl. lunch)

*Fixed 1 day & 2 day event rates must be used by one person per booking.*

**Day rate includes lunch.**

*When booking the 2 day event rate this includes lunch with each day.*

...book the day you need, go to:

# [www.charityfair.org.uk](http://www.charityfair.org.uk)

Make sure you get the sessions you want, book now:

[www.charityfair.org.uk](http://www.charityfair.org.uk)

Join the conversation on twitter for info, updates and free content:

@DSC\_Charity #charityfair

Tuesday 24 &  
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# Charityfair 2016

Millions of people have already benefited from the work you all do...

...just think what you can do tomorrow

Join the thousands who have benefited from Charityfair over the last 22 years and find out how to improve your fundraising, be an inspirational leader or make the most of social media and so much more. There are 44 workshops, many topics and a range of levels for you and your team.



2 DAYS

**44** high quality, affordable training workshops starting from **£35**

Charityfair is a great networking opportunity.

Share your ideas and knowledge with fellow sector professionals.



## Charityfair Bookshop

Make the most of our bookshop with exclusive special offers on the days of the event



## Want to Exhibit?

If you're interested in exhibiting contact Shireen on 08450 77 77 07

# Free resources

Getting away from your desk or usual workplace and networking with other charity professionals is a chance to reflect about the work you do and get ideas with a fresh perspective.

## Professional coaching

### DEVELOPMENT COACHING

Bring any particular organisational challenges you may be facing to DSC's qualified and highly experienced coaches,

### FUNDRAISING COACHING

Discuss your fundraising issues and questions with our experienced fundraising experts. *Come to the coaching area and book your slot for either coaching session.*

## Plenary sessions

Debate. Argue. Discuss. Topical issues for you and your charity. *See right.*

## Welcome and networking

At the beginning of each day meet with colleagues over tea and coffee.

## Wellbeing area

Visit the Wellbeing corner and de-stress with a head and shoulder massage.

## Funding websites

Visit the DSC stand for free access and advice on how to get the best out of our funding websites – find out who wants to fund YOU.

## Charityfair Bookshop

Make the most of our bookshop with exclusive special offers on the days of the event.

## Refreshments

Free tea and coffee is offered at specific breaks. You can book your lunch in advance for £7.50. If you book a one or two day ticket lunch is on us.

## Exhibitors

See what products and services are on offer in our exhibitor area.



## Wellbeing area

Treat yourself to a complimentary de-stressing massage, or some time out to meditate and reflect.

Keep an eye out for speaker announcements on the website

# Make the most of our free plenaries

14.30–15.15 Tuesday 24 May

## Finding our voice and promoting our value

After taking a beating last year, charities have found their voice again and are showing people why their support is so important. Put simply, there's not a single person in this country whose life has not, or will not, be made better because of the work of a charity.

Come along and hear DSC's policy team and media professionals on how to speak up for your charity.

14.30–15.15 Wednesday 25 May

## International perspectives of charity – what can we learn from the global view

No matter where you go in the world, you're sure to find a charity at some point – and they'll probably work differently to what you're used to. The UK's charities have been regulated for over 400 years, but what's it like elsewhere? What can we learn and what possibilities are there for the future?

Come and hear from our expert speakers and join in the discussion.



For all the latest news on Charityfair and to book:

# [www.charityfair.org.uk](http://www.charityfair.org.uk)

Workshops: **£35**

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9.30-10.00 Welcome with tea, coffee and networking in the Exhibition Hall

## Fundraising

10.00-12.15 Masterclass

### Getting going with trust fundraising

Ideal if you want to understand more about grant-making trusts, how they work and how to get funds from them. Aimed at people just getting started in this incredibly useful area of fundraising, this session will help you research, target and apply in the best possible way leading to success. You'll also pick up hints and tips on how to apply.

**Session Leader: Gill Jolly**

T1



## Fundraising

10.00-12.15 Masterclass

### Creating a fundraising strategy

The bigger 'your ask' the more people, plans and processes you need to get right. This session will give you tips on how to plan and maximise your resources and assess the fundraising potential for your organisation. You will look at different types of fundraising and how to predict income. For those with some practical experience of fundraising who would like to understand how to prepare and deliver a strategy.

**Session Leader: Kathy Roddy**

T5



## Management & Leadership

10.00-12.15 Masterclass

### 'What kind of leader am I?'

When you are more aware of who you are and how you are as a leader, you are a better leader. We will look at your values, drivers, leadership style, strengths and mind-set to help you understand what kind of leader you are and to help you think about how you can build on this information to be the best leader you can be.

**Session Leader: Heather Brierley**

T8



12.30 - 13.30

### Building a successful corporate relationship

This informative session will help you understand what corporates are looking for from a partnership with a charity. Find out how to make that YOUR charity and learn some helpful tips to keep the relationship sweet and successful.

**Session Leader: Gill Jolly**

T2

12.30 - 13.30

### Ten top tips for winning tenders

Tendering can be a very stressful process and there is never enough time. This session will identify some simple actions that will help reduce the stress and increase the likelihood of preparing a winning bid.

**Session Leader: Alan Clarkin**

T6

12.30 - 13.30

### Are you good at delegating

Delegation: What is it? Why should you do it? What are your barriers to doing it and how can you overcome them? How can you do it effectively? We will explore the answers to these questions so you feel equipped and confident to delegate effectively.

**Session Leader: Heather Brierley**

T9

13.30-14.30 Lunch

FREE

## 14.30-15.15 Plenary Session

## Finding our voice and promoting our value

15-15 - 16.15

### New fundraising regulations

This workshop is for fundraisers who are responsible for raising money from individual donors through a variety of methods. You will find out how these regulations may affect your charity and what safeguards should be put in place.

**Session Leader: Kathy Roddy**

T3

16.30 - 17.30

### Ethical issues in fundraising

In this workshop, delegates will think about and explore the various ethical issues and dilemmas that may arise in fundraising - especially in relation to corporate support and individual fundraising. It will cover the regulations about the acceptance and refusal of donations, messaging, contentious imagery etc. and will conclude with guidance on how to create an ethical fundraising policy.

**Session Leader: Kathy Roddy**

T4

15.15 - 17.30 Masterclass

### Building evaluation into your proposal

Sometimes being "good enough" is not enough to win tenders. Commissioner's need proof that you do make a difference, that you will meet their targets and outcomes and that you will provide value for money. This session provides you with tools to demonstrate efficiency and effectiveness through quality evaluation.

**Session Leader: Alan Clarkin**

T7



15.15 - 17.30 Masterclass

### Moving into management

There are just so many management books and courses, it's hard to know where to start. So, here is a starting point. In this workshop you will have time to consider the implications of your transition to management, what is expected of you now and what you can do and be to keep you and your team on track and motivated.

**Speaker: Cathy Shimmin**

T10





Book your sessions now:

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## Charity Marketing

10.00-12.15 Masterclass

### Marketing your charity on a budget

A small marketing budget doesn't mean you can't make a big impression. From the basics of social media to how good writing can make a huge difference, get innovative ideas and advice on how to make an impact with limited funds at this masterclass. This is a can't-miss session for everyone working for small charities, lone communicators, and anyone else feeling the pinch!

**Session Leader: Jennifer Campbell**

T11



## Personal Development

10.00-12.15 Masterclass

### Pause for thought

In the world of sound bites and busy back to back meetings, it is vital to be able to pause and consider before pressing the play button again. It is counter-intuitive to briefly slow down when there is pressure and demands from bosses, clients, and deadlines. Pausing for a moment is exactly what helps combine action and decision making with depth of thought. In this workshop we will explore ways to reclaim time to think. These simple reflective techniques can turn thoughts to insight, experience into wisdom and energy into purpose.

**Session Leader: Jacqui Zanetti**

T14

## Legal & Finance

10.00- 11.00

### Diversifying your income streams

Having alternative sources of finance improves sustainability and innovation, an important consideration for all senior managers and trustees. This workshop will review the options, the benefits and the pitfalls for creating a successful diversification strategy.

**Session Leader: Uday Thakkar**

T18

11.15 - 12.15

### Finance for fundraising

As with any function fundraising needs to be planned for and its performance measured to ensure effectiveness. Aimed at those new to management, fundraising or finance this workshop will cover key concepts and measures.

**Session Leader: Uday Thakkar**

T19

12.30 - 13.30

### The secrets of writing for the web

How do you create brilliant, engaging, shareable content for the web? How can you use your words to make people support your organisation online? Learn everything you need to know about writing for the web - and creating fantastic online content - at this session.

**Session Leader: Jennifer Campbell**

T12

12.30 - 13.30

### Think on your Feet®

This session introduces the *Think on Your Feet®* techniques which enable you to speak with clarity, brevity and impact. You will discover how to respond confidently, including the all-important first meetings with potential donors and handle corporate pitches with ease and conviction.

**Session Leader: Jo O'Sullivan**

T15

12.30 - 13.30

### Auto-enrolment - get ready to comply

If you're among the thousands of smaller charities still to auto-enrol, this session will provide you with the information you need to get your action plan together. It will include choosing a compliant pension scheme, deciding upon your pension contribution levels and how you are going to communicate with your workforce.

**Session Leader: Simon Belcher, Foster Denovo**

T20

After taking a beating last year, charities have found their voice again and are showing people why their support is so important. Put simply, there's not a single person in this country whose life has not, or will not, be made better because of the work of a charity.

Come along and hear DSC's policy team and media professionals and how to speak up for your charity.

15.15 - 17.30 Masterclass

### Writing with impact

You want to make a difference. And you need people to help. You need to grab their attention, gain their trust and tug at their heartstrings. You need to write for impact. Spend a couple of hours learning how your content can work overtime for you. Because every good cause deserves good copy.

**Session Leader: Alan Barker**

T13



15-15 - 16.15

### Personal resilience

Have you ever noticed how some people come through difficult work-life experiences and emerge stronger and more able to cope? This workshop will show you four reliable ways of increasing your personal resilience to make sure that you grow through the many challenges of your working-life.

**Session Leader: Paul Brollo**

T16

16.30 - 17.30

### Motivating yourself to perform

Have you ever wondered why some people are able to achieve so much even when they don't appear to be more naturally gifted than you? This workshop will show you four proven ways to motivate yourself to do more and to increase the quality of your personal achievements.

**Session Leader: Paul Brollo**

T17

15.15 - 17.30 Masterclass

### Data protection - keeping up-to-date with new regulations

The new EU Data Protection Regulation will apply to the UK, whether or not we stay in the EU. This session looks in depth at the changes that the Regulation will bring, and what we need to do now to prepare. It also covers the implications of the recent and imminent changes to fundraising practice.

**Session Leader: Paul Ticher**

T21



# Wednesday 25th May 2016

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Masterclasses: **£70**

Day rate: **£165**  
(incl. lunch)

2 Day rate: **£320**  
(incl. lunch)



9.30-10.00 Welcome with tea, coffee and networking in the Exhibition Hall

## Fundraising

10.00-12.15 Masterclass

### Proposal writing – laying the foundations

Don't know where to start? Do you struggle with this? Just doing what your predecessor did? This session will share lots of practical advice as well as give you plenty of hints, tips and guidance to help you develop successful proposals for grant-making trusts and foundations.

Session Leader: **Gill Jolly**



W1

## Fundraising

10.00 – 11.00

### Anyone can be a fundraiser - the essentials and more!

It's just common sense but that is not common to all. So come and hear about the skills and attributes required to be successful in fundraising, a journey of fun and discovery.

Session Leader: **Panikos Efthimiou**

W5

11.15 – 12.15

### Managing fundraising teams (finding the right balance)

A critical factor of your fundraising success or failure is the performance of individuals in your team. This session looks at practical ways to assess and manage performance and ensure that the right people are working on the right things.

Session Leader: **Mike Bartlett**

W6

## Management & Leadership

10.00-12.15 Masterclass

### From good to outstanding – developing your leadership

Drawing on research that examined the differences between good and outstanding leadership, this session will explore what outstanding leaders do differently. It will identify practical steps you can take to move your own leadership along.

Session Leader: **Maggie Smith**



W9

12.30 – 13.30

### The donor journey

Charities and fundraisers spend lots of time thinking about what to say and how to say it to raise funds but then what happens next? This session will focus and get you thinking much more about the 'and what next...' stages starting with the thanking process and developing a donor relationship and journey that helps with sustainability and cost effectiveness.

Session Leader: **Gill Jolly**

W2

12.30 – 13.30

### Gift Aid today

Since it was first introduced in 1990 Gift Aid has been through a number of changes. Where are we today and how can we maximise our income? All that in less than an hour!

Session Leader: **Panikos Efthimiou**

W7

12.30 – 13.30

### Innovation so what's new?

Without growth and change we, our teams and our organisations stagnate and slip backwards. This session will seek to remove some of the fear and barriers linked to being innovative and explore how we can switch on our creativity, establish environments in which innovation can thrive and share frameworks to test ideas and turn the good ones into reality.

Session Leader: **Maggie Smith**

W10

13.30-14.30 Lunch

FREE

14.30-15.15  
Plenary Session

## International perspectives of charity – what can we Learn from the global view

15-15 – 16.15

### Turning supporters into high level ambassadors

Fundraising can be lonely, with few resources and almost unlimited target audience. This session runs through a few practical ways to make better use of your existing supporters to extend your reach and maximise the return on your efforts.

Session Leader: **Mike Bartlett**

W3

15.15 – 17.30 Masterclass

### Corporate fundraising – getting results

Corporate fundraising and sponsorship is an area that remains either unexplored or barely touched on by many organisations. However, before writing it off, it is important to make an informed decision as to whether it is a potential funding avenue for your organisation. In this Masterclass we will review the key stages in securing a corporate funder/sponsor, as well as useful tips when faced with challenges along the way. It will also guide you in approaching the sponsorship process in the most effective way possible; highlighting the key factors in generating income from companies.

Session Leader: **Layla Moosavi**

W8

15.15 – 17.30 Masterclass

### Managing poor performance

Having that difficult meeting with a poor performing employee is something that most managers dread and some will even avoid. But our organisations exist for far too important reasons to leave poor performance unchallenged. This session will give you a simple but highly practical approach to dealing with these demanding situations.

Session Leader: **Steve Prince**

W11

16.30 – 17.30

### Major donors: what makes them want to give?

The more you get to know a donor, the more money you will raise – it's a core principal, so how well do you know your existing and potential donors, and what do you need to know? In this workshop you will look at different motivations for giving a major gift and how you will need to respond to these in order to secure – and keep – those who could support you generously.

Session Leader: **Tricia Monro**

W4





Book your sessions now:

[www.charityfair.org.uk](http://www.charityfair.org.uk)

## Management & Leadership

10.00-12.15 Masterclass

### Management conversations and the art of communication

The power of conversation cannot be underestimated: sometimes that is the only tool we have, whether you are trying to motivate your team, give information, get ideas, empower or deal with difficult news or challenges. This session will explore how to best handle such conversations, using actors and forum theatre technique.

Session Leader: Will Daniel Braham

W12



## Personal Development

10.00 – 11.00

### Managing yourself through the ups and downs of change

Change isn't always easy to deal with. Whilst you can get support from others, the best person to help you through change is often you. Using the Change Curve, we will explore how you react to change and how you can help yourself through change.

Session Leader: Heather Brierley

W15

11.15 – 12.15

### Everyone can be creative

Ok, we can argue about the title when you arrive, but definitely join this workshop if you would like a few models and techniques for unlocking that creative juice. Thinking creatively can be helpful in all sorts of areas but particularly useful when problem solving and trying to think a bit differently, bigger, bolder.

Session Leader: Cathy Shimmin

W16

12.30 – 13.30

### Recruiting volunteers: top tips

Does your organisation face challenges attracting the right volunteers and getting them to stay? Volunteers can be superheroes within charities. However, involving volunteers requires effort, expertise and starts with effective recruitment. Come to this session to share tips and good practice to ensure you attract the best superheroes and heroines for your organisation.

Session Leader: Mike Phillips

W13

12.30 – 13.30

### Confidence at work

Some people just always look confident and credible. Want to be one? Join this session to find ways to build credibility and portray confidence – it is about how you look and how you sound but most importantly, the messages you give yourself: little tips, big results!

Session Leader: Cathy Shimmin

W17

## Charity Marketing

10.00-12.15 Masterclass

### Social media – the truth about making it work

59% of people in the UK now use social media. From raising awareness to raising funds, social media can deliver real results, so why do many charities struggle? Find out why in this session packed with practical examples of the best - and worst! - techniques for anyone - not just the marketing team.

Session Leader: Matt Haworth

W20



Charityfair is a great networking opportunity. You can share your ideas and knowledge with fellow sector professionals throughout both days. No matter where you go in the world, you're sure to find a charity at some point – and they'll probably work differently to what you're used to. The UK's charities have been regulated for over 400 years, but what's it like elsewhere? What can we learn and what possibilities are there for the future? Come and hear from our expert speakers and join in the discussion.

15.15 – 17.30 Masterclass

### How to build confidence and resilience in your team

This session will look at what well-being is and what it means to your staff. We will identify ways to deal with stress more effectively and develop team working skills to strengthen relationships. You will also have insights into how managers and employers can assist with well-being and support strong teams.

Session Leader: Will Daniel-Braham

W14



15-15 – 16.15

### Organising yourself and your time

Are you feeling trapped in a time tunnel, surrounded by paperwork, with deadlines whizzing past at the speed of light? This interactive session will explore how poor personal time management and disorganisation impacts on you, your colleagues and your charity. Come and share tips and ideas for taking back control and managing time more effectively.

Session Leader: Mike Phillips

W18

16.30 – 17.30

### Managing your meeting nightmares

Does the thought of meetings make you want to scream? Is 'death by meetings' an issue for you? Would you like to make your meetings and discussions more effective? This interactive workshop will help you think about planning and running meetings and discussions, including dealing with difficult group dynamics.

Session Leader: Mike Phillips

W19

15-15 – 16.15

### Direct mail – fundraising do's and don'ts

Direct mail can be one of the highest risk communication channels for fundraisers. With so many elements to co-ordinate, this session will provide top tips on budgeting, timing, designing and copy writing. Ideal for those with some DM experience seeking to improve response rates and return on investment.

Session Leader: Nick Day

W22

16.30 – 17.30

### Reaching hearts and minds – the power of story-telling

The explosion of digital and social media gives you an incredible platform to tell stories about your work and the people you help. This practical and interactive session will demonstrate best practise in digital storytelling and help you to better use all the amazing tools available to you.

Session Leader: Karen Ackerman

W23