

Charity Digital

TIME FOR ACTION

How many years? How many conferences? How many more 20 somethings in tortoiseshell glasses will stand up to tell you how you're doing your job wrong?

Somebody needs to tell it how it is and grapple with the challenges so that you can start taking action. We'll talk: finding the cash, digital on a budget, learning from screw-ups, understanding the risks and separating facts from fearmongering. Action is what this event is about.

We've invited leaders to share honestly and openly their experiences and advice to support your charity in moving forward with digital.

This event is for the do-ers, this is for the people who want to make it happen. For one day, we'll focus on the following themes:



Big impact against the odds

Learn from others who haven't let size limit their ambition and in turn, their impact. Get inspired by realistic innovation from charities that have embraced digital and made a big difference.



Pioneering digital

Learn how to lead the way with digital. We'll talk leadership before tech, understanding the right opportunities for your charity plus we'll hear from some awe-inspiring folks that don't take no for an answer.



Looking to the future

What's out there on the digital horizon that we can actually make use of today to support our mission? From the UK government's civil society strategy to millennials and service users - how do these essential partners help us achieve our mission going forward?

Prices: Band A: **£199** Charities with a turnover up to £500,000
Band B: **£299** Charities with a turnover over £500,000
Band C: **£399** Statutory & commercial

For up-to-date news about speakers or to book tickets go to:
www.dsc.org.uk/digital2019



About our partners

Reason digital is a leader in doing good with digital. As an award winning social enterprise working exclusively on projects that improve the lives of real people - this is a team on a mission. From building in-house product innovations, to working with top charities like Age UK, Parkinson's UK and The Trussell Trust to enhance what charities do with digital, Reason Digital are the experts on harnessing technology for positive social change.

09.00 - 10.00 Registration

10.00 - 10.45 Welcome and Plenary

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.

10.45 - 11.00 Break

Big impact against the odds

Anti-social media - How to go guerilla on social media

Slammed for its negative effects and inflicting damage on brands as trolls scroll back 10 years to find 140 characters worthy of ending a reputation, we ask how to navigate the loud and treacherous waters of social media? How do you use it to have an impact? Social media enables us to tell powerful stories, but what are the considerations in a volatile world with a growing number of proud luddites?

Pioneering digital

Building leadership before building tech

When leadership isn't aligned with digital, it doesn't mean we stop. We'll dive into the tactics you can use to design and build your own digital leadership team. In this session, we'll cover these five stages: 1. Become that leader 2. Identify digital leaders 3. Train leaders to be digital 4. Build a digital advisory group 5. Recruit digital trustees.

Speaker: Ceri Balston, Head of Digital at Scope
Janet Thorne, CEO of Reach Volunteering

Looking to the future

How the civil society strategy can change your digital strategy

In 2018, the UK government published their 'Civil Society Strategy'. This strategy includes the promotion of tech for good and strong intentions to support charities. The opportunity to unify charity and government is never more important than now. We'll explore opportunities that the civil society strategy creates for you and ask what it means for what's coming next.

Speaker: Lizzie Hatfield, Social Sector Digital Lead at Department for Digital, Culture, Media and Sport, DCMS

11.00 - 12.00

12.00 - 13.00 Lunch + demo

Honest hour - digital screw ups and what we learnt

Being a small charity can bring frustrations; time, budget and brand awareness, to name a few. On the flip side, strengths include the ability to adapt, the freedom to make mistakes, and the opportunity to learn from sector leaders. In this session, we drop the BS. Things go wrong on digital journeys, but why? And what have we learnt? Let's talk mistakes.

Speaker: Martin Campbell, CIO at World Vision UK
Michael Wilkinson, Head of Digital Change at Clic Sargent and Seb Baird, Digital Manager at Time to Change

Preparing yourself for the best digital funding bid application

Digital funding bids are challenging, particularly when we're short on time and budget. Let's shift the focus. What's worth considering putting a funding bid in for? What bids should you ignore? How do you create a genuinely fruitful partnership with a funder that has longevity? This session shares advice on how to best position yourself for a digital funding bid that's right for you.

Speakers: Paddy Sloan BBC Children in Need.
Cassie Robinson, The National Lottery Community fund.

Charity seeking digital innovator with GSOH

As a charity, waiting for resource and expertise to arrive at your door before you innovate with technology results in missed opportunities. In this session, we delve into impactful and inspiring collaborations between innovators and charities, breaking down that journey. We'll learn what charities need to do to be appealing partners and attract innovators? And what does the recipe for a successful partnership look like?

Speakers: Greg Owen, co-founder of iwantprepnw.com,
Dominic Edwardes, Executive Director of Digital & Communications at Terrence Higgins Trust
Nick Phillips, CIO - Mortgages, Barclays

13.00 - 14.00

14.00 - 14.15 Coffee + tech demo

Being smart with digital

This session is dedicated to learning from and celebrating small charities that have solved problems with technology, whether that be on a shoestring or through smart funding tactics. We hear stories from small (but mighty) charities that haven't let their size limit their aspirations.

Speaker: Alex Stephany - founder of Beam.
Huw Jones - Founder and executive director at Virtual doctors

Changemakers - the behaviours to inspire a change in culture

Get inspired by the leaders using digital to make a change to society. If you feel like you're alone in trying to make a change or maybe the struggle is too damn frustrating? Meet our changemakers taking on monumental challenges with tech and tenacity. This session won't necessarily provide you with a strategy you can duplicate, but it will provide a mindset you can adopt.

Speaker: Sara Rowbotham, Rochdale councillor, whistleblower of the Rochdale grooming scandal and Head of Is It Okay at missing people.
David Heinemann (Political theatre maker, democracy activist, runs events at Index on Censorship and festival director of Change:How?)

Future tech trends

Tired of trying to understand the latest digital innovations, the constant buzzwords and how they affect you? Join us to learn (in plain English) about future tech trends - on a human level. Matt Haworth, thought leader in tech for good shares insight that our sector needs to know about. Matt explores how charities harness these technologies to make a difference to their cause and the people they serve, and there may be some laughs along the way.

Speaker: Matt Haworth - co-founder of Reason Digital

14.15 - 15.15

15.15- 15.30 Coffee + tech demo

Cyber security & GDPR - Separating the facts from the fearmongering

Every year that goes by, certain digital topics feel more and more burdensome. Cyber security, GDPR and privacy concerns provide another excuse for your beautiful digital idea to be stopped at conception by management. In this session, we will separate the facts from the fearmongering and leave you feeling comfortable and clear on these areas and how they affect you.

Speaker: Tom Burton, COO

Service users building charities in a digital world

Time to listen to your most valuable resource - service users. In this session, we'll hear from experts with experience, at the helm of digital charity brands. These speakers were empowered by digital to set up their own charities and fill the gaps identified during their own challenging reality. As charities, we need to keep up and listen because if we don't, they've got the guts to go out and do it themselves. necessarily provide you with a strategy you can duplicate, but it will provide a mindset you can adopt.

Speaker: Bradley Gudger, Founder & Chief Executive of alike.
Jack Broadley, CEO Baggy Trousers

Ask a digital native, what makes them care?

Still targeting the same donor profiles you built 10 years ago? It's time for change. Millennials are your current and future donors. We're offering a chance to hear directly from them to gain insight on what makes them care and importantly, reach to their contactless card? From bloggers, gamers, social media influencers to the proud modern digital luddites - what drives them to support your charity?

Speakers: Jordan and Loanne Collyer - Social influencers, bloggers and DJs

15.30 - 16.30

16.40 - 16.55

Closing - What to do next?

Matt Haworth, Co-Founder at Reason Digital - We'll suggest some next steps for when you return to the office, drawing on key themes and ideas from across our expert speakers.

17.00 onwards Drinks and networking