



**SOLD OUT
LAST YEAR**

Communicating Success 09

Central Hall Westminster, Wednesday 18th March 10 am - 4 pm followed by a networking reception

The one-day conference for third sector leaders on how to make news, mobilise support, raise funds and achieve change

Programme includes:

Making the news: Leading journalists and strategists on how to get more coverage for your cause, including:



Jon Snow, our keynote speaker, has anchored Channel 4 News since 1989 and hosted a number of current affairs programmes for Channel 4. Jon is Deputy Chair of the Media Trust and has devoted considerable time to helping charities to work effectively with the media.



Jo Sheldon, Media Director of Edelman, the world's largest independent PR company, and formerly anchor of Sky News



Mirella von Lindenfels, Director of Communications INC and Third Sector communications columnist



Chris Rose, Director of Campaign Strategy and author of 'How to win campaigns'



Mark Webster, Communications Director of CAF and former ITN and Channel 5 presenter



Ros Wynne-Jones, Author, feature writer and former Head of Features for the Daily Mirror



Claire Baylis, Features writer published in magazines including Hello, Red, Observer Magazine and Marie Claire.

Shaping the agenda: Persuading Government and opposition parties to adopt your policy proposals



Peter Bingle, Chairman of Bell Pottinger Public Affairs, Britain's leading public affairs company



Peter Kyle, Deputy Chief Executive of ACEVO and former Special Adviser at the Cabinet Office

Generating funds and support online: Experts in this field examine the growing opportunity to use the internet to mobilise support, forge partnerships and raise funds



Ted Hart, Founder of the International ePhilanthropy Foundation and author of 'Social Networking and Web 2.0 for charities'. Ted is a world authority in this field, back by popular request, and is flying from the USA to address the conference.



Tom Latchford, eMedia consultant at Action Planning and Founder of Bright Futures Technology, who will examine the latest tools and techniques for converting online support into sustainable income.



Robert McAllen, European Programme Manager for Blackbaud, who will share the latest financial data from the UK and USA on the sums now being raised by charities through online fundraising.

Leveraging communications to maximise income



Professor Cathy Pharoah, Professor of Charity Funding at the Sir John Cass Business School, publisher of the Charity Market Monitor and former Research Director of CAF



Graham Ullett, Marketing Director of Action Planning, and formerly Head of Brand for KPMG and Marketing Director of CAF



Chair

David Senior, Director of Development at Action Planning, a leading fundraising, management and recruitment consultancy to third sector organisations.

Organised by Action Planning and Communications INC, in association with ACEVO, CAF, Blackbaud and UK Fundraising.



communications



