

# Fundraising Innovation Conference

July 11th 2024  
12 – 4pm BST

Online



## ROOM 1: STRUCTURE

12:00 Opening Plenary: Welcome

12:10 Survive Or Thrive? Changing The Game With AI – John Roberts, Dataro & Stuart Towell, The Leprosy Mission Great Britain

12:45 Bringing Innovation Out Of Its Silo Into Day to Day  
– Lizi Zipser, Blue State

13:15

B R E A K

13:30 Conversational AI: Opportunities, Risks, and Open Questions  
– Winnie Street, Google AI

14:05 How Much Will It Raise? How to Budget for and Measure Innovation  
– Emily Clayton, CALM

14:35

B R E A K

14:50 Turning Insight Into Ideas – Amy Hutchings & Tanvi Yardi, Flying Cars

15:25 Trailblazing Trustees: Driving Innovation Through Your Board  
– Magid El-Amin, Michael Winehouse, Kizzy Gardiner & hosted by Henry Rowling

15:55

CLOSING THOUGHTS

# LIVE & ON DEMAND

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## ROOM 2: PEOPLE

12:00 Opening Plenary: Welcome (Room 1)

12:10 Democratising Innovation: Why Creating Change Is For Everyone  
– Anne Race, Flying Cars

12:45 Inclusion In Innovation – Bonnie Chiu & Eleanor Theo Lisney

13:15

B R E A K

13:30 Number and Colours: How To Use Visual Data To Gain Buy In  
– Magid El-Amin, Catch22

14:05 Innovation = Adapting – Zoe Wagner, Museum of London

14:35

B R E A K

14:50 How To Create a Product Your Audience Loves (With Them)  
– Brian Dow, MHUK

15:25 Where A Career In Innovation Can Take You – Karen Sievewright

15:55

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## ROOM 3: CASE STUDIES

12:00 Opening Plenary: Welcome (Room 1)

12:10 Innovation On A Budget: Developing A New Regular Giving Product  
– Alex Baker, The Collective & Abi Fisher, Sustrans

12:45 Brilliant Basics: Highly Successful Fundraising Appeals and Challenge  
Events – Muna Hussen, Raisely

13:15

B R E A K

13:30 Pivoting A Fail Into A Win / Successful Innovation When The Budget's  
Been Cut – Daniel Field, WWF UK

14:05 The Only Constant: Innovation for the Cause-Driven Audience  
– Jack Lundie

14:35

B R E A K

14:50 Innovation: How To Move From Ideas to Products – Polly Shute,  
Outspoken Speakers

15:25 War Child United: How Can We Use Football Shirts To Raise  
Awareness? – Alicia Jumman & George Baverstock, War Child

15:55

CLOSING THOUGHTS

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