

Streda 8.10.2014 – SK-CZ Konferencia					
Od	do	Téma	Host'	Krajina	Organizácia
8:00	9:00	Registrácia účastníkov (Full + Slovak-Czech Programme)			
9:00	9:10	A Môže byť banka sociálna?	Rastislav Blažej	SK	Slovenská sporiteľňa
9:10	10:30	A Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať	Pavel Hrica	SK	Nadácia Pontis
		B Lead generation – jak získat pravidelného individuálního dárce v online prostoru	Jan Gregor	CZ	Hnutí Duha
		C Reklama pro neziskové organizace, aneb jak propagovat, v co věříte	Jan Žaloudek	CZ	Družina
10:30	11:00	Prestávka na kávu			
11:00	12:00	A Bed & Breakfast, vajcia a digitálny koktejl	Zuzana Suchová	SK	Savio
		B A uzřela oslice anděla (aneb crowdfunding na Hithit.cz)	Pavel Eichler	CZ	Hithit.cz
		C Prinesie nový zákon o verejných zbierkach viac zdrojov?	Igor Polakovič	SK	Centrum pre filantropiu
12:00	12:30	Prestávka na kávu			
12:30	13:30	A Mesiaciky: Ako nám fanúšikovia zafinancovali časť filmu prostredníctvom crowdfundingu	Diana Fabiánová Lenka Gondolová	SK	Smart Life Production Viafilm
		B Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti	Jana Ledvinová	CZ	České centrum fundraisingu
		C Ako využiť sponzoring na posilnenie značky	Peter Štarchoň	SK	Univerzita Komenského
		Záver Slovensko-českej konferencie			
13:30	14:30	Obed (iba pre účastníkov Full Programme)			

Wednesday 8 October 2014 – Masterclasses					
From	To	Topic	Speaker	Country	Organization
14:00	14:30	Delegate Registration (Masterclass Programme only)			
14:30	16:00	A	Building an Effective Online Fundraising Program for Your NGO	Nick Allen	USA Nuevo Fundraising
		B	Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online	Michael Hoffman Beate Sørum	USA NOR See3 Communications B.Bold
		C	Building a Legacy Strategy Which Costs Nothing I.	Richard Radcliffe	UK Radcliffe Consulting
16:00	16:30	Coffee Break			
16:30	18:00	A	Building an Effective Online Fundraising Program for Your NGO	Nick Allen	USA Nuevo Fundraising
		B	Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online	Michael Hoffman Beate Sørum	USA NOR See3 Communications B.Bold
		C	Building a Legacy Strategy Which Costs Nothing II.	Richard Radcliffe	UK Radcliffe Consulting
		End of the Day			
Thursday 9 October 2014 – CEE Conference					
From	To	Topic	Speaker	Country	Organization
8:00	9:00	Delegate Registration (Classic Programme only)			
9:00	9:15	Welcome Speeches	Eduard Marček Norman T. Scharpf Günther Lutschinger	SK USA AT	Slovenské centrum FR Embassy of the USA European FR Association
9:15	10:30	The Joy of Legacy Giving	Richard Radcliffe	UK	Radcliffe Consulting
10:30	11:00	Coffee Break			



CEE FUNDRAISING
CONFERENCE

The Power of an Individual Donor in a Social, Mobile and Online World

BRATISLAVA, SLOVAKIA
8-10 OCTOBER 2014

11:00 12:30	A	5 Ways to Improve Your Online Fundraising	Nick Allen	USA	Nuevo Fundraising
	B	What Social Media Can Do for Your Fundraising – and What It Can't	Michael Hoffman	USA	See3 Communications
	C	How You Can Lead and Make a Difference	Tony Myers	CAN	Myers & Associates
12:30 13:30	Lunch				
13:30 15:00	A	From Good Intentions to More Web Donations	Beate Sørum	NOR	B.Bold
	B	Advertising for Nonprofits or How to Promote What You Believe In	Jan Žaloudek	CZ	Družina
	C	Major Donors – What Makes Them Different	Eva Aldrich	USA	CFRE International
15:00 15:30	Coffee Break				
15:30 17:00	A	Video Strategy: How to Compete for Donors in a Video-Centric World?	Michael Hoffman	USA	See3 Communications
	B	Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors	Roland Csáki	HU	WWF International
	C	How to Raise 22,000,000 CZK in 9 Months	Jiří Bárta Tony Myers	CZ CAN	Nadace VIA Myers & Associates
17:00 17:30	Coffee Break				
17:30 18:30	A	Integration of Campaigns, Mass Mobilization and Fundraising	Igor Polakovič	SK	Centrum pre filantropiu
	B	Why Do We Hate Marketing? And Why Can't We Avoid It?	Andrzej Pietrucha	PL	Fundacja BOŚ
	C	Debate: Is Crowdfunding Really That Great?	Jan Kroupa	CZ	České centrum fundraisingu
19:30	Party with Live Music (in Slang pub)				

Friday 10 October 2014 – CEE Conference

From	To	Topic	Guest	Country	Organization
9:00	10:30	A Expect the Unexpected – Be Ready to Raise Money When Something Goes Viral	Beate Sørum	NOR	B.Bold
		B How Do We Get Boards to Do Their Job and Help Fundraise?	Tony Myers	CAN	Myers & Associates
		C Major Donors – What Makes Them Different	Eva Aldrich	USA	CFRE International
10:30	11:00	Coffee Break			
11:00	12:30	A Fundraising Language 2020 Course	Roland Csáki	HU	WWF International
		B Crowdfunding as an Alternative Source of Financing	Maria Staszekiewicz Milan Zubíček	CZ	Aspen Institute Prague
		C How to Raise 22,000,000 CZK in 9 Months	Jiří Bárta Tony Myers	CZ CAN	Nadace VIA Myers & Associates
12:30	13:00	Coffee Break			
13:00	14:00	Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO	Nick Allen	USA	Nuevo Fundraising
		End of the Conference			

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