



Eva Aldrich
CFRE INTERNATIONAL (USA)

- Major Donors – What Makes Them Different

Eva is President and CEO of CFRE International, the globally acknowledged voluntary certification for fundraising professionals. The CFRE credential supports and encourages fundraising professionals to aspire to the highest standards of professional competence and ethical practice in serving the philanthropic sector.

Prior to joining CFRE International, Aldrich was Associate Director of Public Service and The Fund Raising School at Lilly Family School of Philanthropy at Indiana University. Aldrich has been widely published in fundraising journals and is one of the editors of Achieving Excellence in Fundraising, 3rd Edition, from Jossey-Bass.



Nick Allen
NUEVO FUNDRAISING (USA)

- Masterclass: Building an Effective Online Fundraising Program for Your NGO
- 5 Ways to Improve Your Online Fundraising
- Closing Plenary: Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO

Nick helps NGOs harness the power of the Internet to raise money, raise their voices, and build relationships. For the last 15 years, he has helped major international and U.S. organizations including

Amnesty International, UNICEF, UNHCR, World Vision, Habitat for Humanity, CARE, and PETA to build large online programs.

Nick was founder and CEO of Donordigital, one of the leading U.S. online fundraising agencies, as well as Alma Global based in Barcelona. He is currently director of the new agency Nuevo Fundraising in San Francisco, whose clients include the U.S. Fund for UNICEF, WWF U.S., and other leading NGOs.

Nick teaches master classes at the International Fundraising Conference in the Netherlands, as well as at the Festival del Fundraising in Italy and the Spanish Fundraising Conference. Nick also presents at leading U.S. conferences including NTEEN and the Bridge Conference.



Jiří Bárta
NADACE VIA (CZ)

- How to Raise 22,000,000 CZK in 9 Months

Jiří is the Executive Director of Via Foundation, one of the largest independent grant-making foundations in the Czech Republic providing grants, training, coaching and other forms of assistance to civic organizations, initiatives and communities across the Czech Republic. Via is very active internationally and since 2010 it has been managing the C.S.Mott-funded ViabilityNet program – a peer learning and capacity building initiative for civil society leaders in Central and Eastern Europe.

Jiří has been involved in the community foundation field since 1997 and in the past three years has

studied and written on the development of community foundation movements in the Czech Republic, Poland and Romania. Prior to joining the Via Foundation, Jiří was a consultant with the Czech management consultancy company CS-Project Ltd. Jiří received his M.A. in public management from Carnegie Mellon University and is a Ron Brown Fellow. He is a member of the Remarque Forum organized by the Remarque Institute at New York University and a Synergos Fellow.



Rastislav Blažej
SLOVENSKÁ SPORITELŇA (SK)

- Môže byť banka sociálna?

Rastislav is a Head of Retail Product Management at Slovenská sporiteľňa bank, graduated from Bratislava University of Economics. He started his career with consulting company Accenture focusing on distribution channels in the Czech Republic. He held various positions in retail at VUB bank for a number of years in the field of direct banking and client services as well as product management.





Roland Csáki

WWF INTERNATIONAL (HU)

- Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors
- Fundraising Language 2020 Course

Roland works with the WWF International's Global Development Center, a team responsible for the fundraising development throughout the world. He helped kick off fundraising programs in Poland, Russia, Hungary, Turkey, Romania, Bulgaria, Korea, Thailand.

Roland is an expert in F2F and online/digital fundraising, having spoken at a number of international conferences. Before WWF, he worked for Greenpeace and Outward Bound.



Pavel Eichler

CRM FOR NONPROFITS (CZ)

- A užřela oslice andřela (aneb crowdfunding na Hithit.cz)

Pavel is a project hunter and co-owner of Hithit.cz crowdfunding portal. He was previously a journalist for MF DNES newspaper and iDNES.cz and co-founder of Radio Wave. Now he works as a freelancer in advertising. He is a co-founder and executive director of nedori | media where he specializes in content marketing and multi-layered marketing communication (with clients including Red Bull, Škoda Auto, Budřjovický Budvar,

Jägermeister, David Koller, Orion, Vodafone, Bedna Films, Creative Lab, NĚSCAFĚ, International Krav Maga Federation, etc.). He is a fan of Bohemians football team. His other hobbies include mountains, boxing, krav maga, Formula 1, good food, Moravian wine and modern art.



Diana Fabiánová

SMART LIFE PRODUCTION (SK)

- Mesiačiky: Ako nám fanušikovia zafinancovali časť filmu prostredníctvom crowdfundingu

Diana, writer-director of the award-winning feature *The Moon Inside You* (2009) is a documentary filmmaker of the Young Slovak Wave. Fabiánová has pioneered a personal, engaging documentary style, using animation, vintage film clips and autobiographical elements as well as classic interviews to achieve a unique tone described by *Variety* as "absolutely, riotously right." Not long ago she released her new film for teenagers about menstruation called *Monthlies* and is currently working on a new fascinating feature documentary. After living in Spain and France and travelling the world, Diana is now settled back in her native Slovakia where she is bringing up her two sons.



Lenka Gondolová

VIAFILM (SK)

- Mesiačiky: Ako nám fanušikovia zafinancovali časť filmu prostredníctvom crowdfundingu

Lenka likes to make films tackling issues that matter. Her first film as a producer was a short film called *The Blind Man* (2006), on which she worked with director Martin Fazeli. She received her MBA at the Open University Business School in October 2011. Currently she studies law, her interest in law having been inspired by her interest in human rights and social business. Since 2007 she has co-organized NORDFEST, a Nordic cinema festival. She returned to film-making in the summer of 2010 and now continues her work as an independent producer in tandem with director Diana Fabiánová.



Jan Gregor

HNUTÍ DUHA (CZ)

- Lead generation – jak získat pravidelného individuálního dárce v online prostoru

Jan has been working on the development of individual fundraising since joining Hnutí DUHA in 2006. Currently, he is the head of the individual fundraising department, with online and direct fundraising as his specialization. He is a member of the Hnutí DUHA Board. Since 2012 he has been Chairman of the Za snadné dárčovství (For Easy Giving) Coalition's Executive Board. He has been interested in regular and non-anonymous giving.



Since 2006 Jan participated in developing the direct dialog method which, during 2006-2011, brought several thousands of new regular donors to Hnutí DUHA every year. He also participated in the development of the Hnutí DUHA's donor relationship management and its database solution. Since 2013 the new strategy of interconnecting the online and offline fundraising has been generating over 1,000 new contacts every month, and the numbers keep growing thanks to the development of online fundraising.

ethics at Charles University, plays with the bands Vrtule 1, Sketa Fotr, and performs with the theater company Teatro Truhla.



Michael Hoffman
SEE3 COMMUNICATIONS (USA)

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- What Social Media Can Do for Your Fundraising – and What It Can't
- Video Strategy: How to Compete for Donors in a Video-Centric World?

Michael is the CEO of See3 Communications based in Chicago, USA. He is a leading authority on online video for nonprofits and a long-time consultant to nonprofit leaders on online fundraising, advocacy and community engagement strategies. He started his career as a Washington-based political consultant and nonprofit fundraiser before joining a venture investment firm to develop Internet startups. Michael founded See3 to bring together

his belief in the power of the web and his passion and experience with nonprofit fundraising, advocacy, and education. He is a frequent blogger and tweeter on nonprofit marketing and is an internationally sought-after speaker on topics such as online cause marketing, web video, and social media for social change.



Pavel Hrica
NADÁCIA PONTIS (SK)

- Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať

Pavel joined Pontis Foundation 8 years ago. Together with his team, he works to help develop corporate philanthropy in Slovakia. He was involved with the beginning of corporate volunteering in Slovakia and launching the first year of the Naše Mesto (Our City) project. He assisted in birth of the Corporate Philanthropy Forum, and Dobrá krajina (Good Country) and Srdce pre deti (The Heart for Children) projects. Currently, he oversees the functioning of 18 corporate funds: Accenture, Dell, Lenovo, Johnson Controls, Honeywell, PwC, Slovenská sporiteľňa, Telekom, Slovenské elektrárne, KIA Motors, ZSE, SSE, Novartis, DM Drogerie Markt, Lidl, Mobis, Lear and Fond pre transparentné Slovensko (Fund for Transparent Slovakia). He is in charge of the CSR and corporate philanthropy awards Via Bona Slovakia. He is also on the Corporate Foundations and Funds Association's Executive Committee.



Jana Ledvinová
ČESKÉ CENTRUM
FUNDRAISINGU (CZ)

- Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti

As an international trainer and consultant, Jana has been providing training and consultations in resource mobilization, personnel management, strategic planning, marketing, advocacy, and partnership development in over 20 countries, mainly in CEE. Recently, she has been using her vast expertise from working in different countries and with a range of organisations in transition for work in the Czech Fundraising Centre in Prague. The Centre desires to see an authentic, vital and vibrant civil society in the Czech Republic, the CEE region and other countries in transition. It helps civil society leaders and communities acquire skills to build trust and long-term independence.



Tony Myers
MYERS & ASSOCIATES (CAN)

- How You Can Lead and Make a Difference
- How to Raise 22,000,000 CZK in 9 Months
- How Do We Get Boards to Do Their Job and Help Fundraise?

Tony is a passionate enthusiast, fundraiser, consultant, strategist, author, speaker and coach who loves to raise money and help others be successful.



His life-time of experiences in raising money and working with organizations in transition have shaped his expertise as fundraiser and change-maker. His skills in strategic planning, board development, major gift fundraising and strategic planning have placed him in demand as a speaker and consultant around the world. Ultimately, his spirited presentations will get you thinking, change your perspective and give you the confidence to pursue a world of abundance.



Andrzej Pietrucha
FUNDACJA BOŚ (PL)

- "Stone Facebook" at the Beginning, or We Are in the Countryside and Trying to Survive

Andrzej is President of the BOŚ Foundation - Polish Bank For Environmental Protection Corporate Foundation. He is a marketing and fundraising trainer and consultant. For 14 years he has been involved in various charities including United Way Polska, ITAKA Foundation and BORIS Association. He graduated in history at Warsaw University and has an MSc in charity marketing and fundraising from Cass Business School/City University. He also completed School for NGO Trainers and was awarded scholarships from the British Council - Joseph Conrad PROVIDENT scholarship and from the Trust for Civil Society in CEE. In 2002 he completed an internship at United Way of Greater Cincinnati. He is a member of the Polish Fundraising Association, the Polish NGO Trainers Association and the Cass Alumni Association in Poland.



Igor Polakovič
CENTRUM PRE FILANTROPIU (SK)

- Prinesie nový zákon o verejných zbierkach viac zdrojov?
- Integration of Campaigns, Mass Mobilization and Fundraising

Igor has lived in the world of nonprofits for the last 20 years. Most of the time he worked in various Greenpeace offices. At the end of the century he helped expand fundraising activities in Central and Eastern Europe. His latest "green" path led to New Zealand, a country of four million, where in two years he helped double the size of the Face to Face program to more than 20,000 new regular donors annually.

He participated in the largest mass mobilization campaign in the country's history, during which he realized that for a really good campaign, communications and fundraising to bring results, each part of the organization must pull together effectively.

After returning to Slovakia Igor has taken on a role of a fundraising "evangelist", inspiring other organizations to invest energy into finding individual donors. Igor is the initiator and administrator of the DARUJME (Let's Give) system which is a non-profit payment gateway for online donations, powered by LudiaLudom.sk servers. Today, the system is used by nearly a hundred of Slovak organizations.



Richard Radcliffe
RADCLIFFE CONSULTING (UK)

- Masterclass: Building a Legacy Strategy Which Costs Nothing I.
- Opening Plenary: The Joy of Legacy Giving

Richard has 35 years experience in fundraising, the last 25 specialising in legacies. He has held focus groups for over 600 charities in over 25 countries and met around 20,000 supporters to ask their views on Will making and legacy giving. Richard runs inspirational training sessions on "How to make the legacy ask". He has been Chair of both the International Fundraising Congress and the Institute of Fundraising (UK) Convention. And he has researched extensively on donor happiness! He currently runs his own consultancy specialising in developing legacy income.



Beate Sørum
B.BOLD (NOR)

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- From Good Intentions to More Web Donations
- Expect the Unexpected - Be Ready to Raise Money When Something Goes Viral

Beate worked for the Norwegian Cancer Society, where she did digital fundraising and communication, social media and e-commerce. She's been a digital fundraiser for 5 years, and is a



renowned expert in the field. She is a well-known international speaker. Beate has a skill set that is quite unique in today's market, and helps raise more money online to reach more people – and do more good. Beate loves everything web and digital, and loves to keep learning and testing to improve online fundraising and sharing what she learns.



Peter Štarchoň

UNIVERZITA KOMENSKÉHO V
BRATISLAVE (SK)

- Ako využiť sponzoring na posilnenie značky

Peter is a Vice Dean for undergraduate study at the Faculty of Management, Comenius University in Bratislava. He is a founder and head of the editorial board of a scientific magazine Marketing Science and Inspirations, author or co-author of two monographs and more than 60 articles and papers.



Maria Staszkiwicz

ASPEN INSTITUTE PRAGUE (CZ)

- Crowdfunding as an Alternative Source of Financing

Maria has been active in the non-profit sector since 2006, having held a number of managing and executive positions. Before joining the Aspen Institute, Maria worked as the Director at the Association for International Affairs, a Czech think tank working in the field of international relations, transformation policy and democracy support. In her positions, she has been responsible for

strategic planning and development, advocacy and policy activities, as well as overall organization management and fundraising. Working on the Crowdfunding Visegrad project, Maria tries to explore how crowdfunding can be used to fund non-profit projects.



Zuzana Suchová

SAVIO (SK)

- Bed & Breakfast, vajcia a digitálny kokteil

Out of her 11 years in marketing, Zuzana has been with non-profits for almost 6. She worked as an account, brand marketing and product manager in several international companies. Her cooperation with nonprofits dates back to her working in a full-service direct marketing agency. She worked with the Divé maky NGO for which she improved its website and incorporated online giving tools in it. For dakujeme.sk she worked on projects such as Darujte Vianoce 2012 (Donate Christmas 2012), 10x10 tisíc (Ten Times Ten Thousand) from VUB Bank Foundation and Velké knižné venovanie (The Great Book Donation). A year ago she started working as a fundraiser and PR manager with SAVIO, a Salesian NGO. She is the manager for Adopt a Child in Kenya and Adopt a Classroom in South Sudan projects. She organized Spojme sa pre Južný Sudán teraz (terazvsudane.sk) (Let's Unite for South Sudan Now) and Tehlička (tehlicka.sk) (The Brick) public fund-raising campaigns in which she specialized in individual online donations.



Jan Žaloudek

DRUŽINA (CZ)

- Reklama pro neziskové organizace, aneb jak propagovat, v co věříte
- Advertising for Nonprofits or How to Promote What You Believe In

Jan is a multimedia artist focused on architecture, site-specific installations, graphic design and audiovisual projects. He graduated from the Faculty of Architecture of the Czech Technical University, the Academy of Art, Architecture & Design Prague and the School of Visual Arts, New York. Jan is a member of the Družina creative studio which produces public benefit campaigns. It is a joint project of several artists in the fields of filmmaking, graphic design and photography. They want their work to promote only the values in which they believe. Jan currently lives in NYC and Prague.



Milan Zubíček

ASPEN INSTITUTE PRAGUE (CZ)

- Crowdfunding as an Alternative Source of Financing

Milan works as the Program Manager and is responsible for program planning, external relations and communication. He aims to promote interdisciplinary cooperation in Central Europe and support young leaders in the region. Before joining Aspen, he worked as a public affairs consultant at the international agency Grayling, specializing on energy and IT sectors.