



Alan Clayton (UK)

- Masterclass:
Emotional Fundraising
- Fired up for Fundraising

Emotional Fundraising Masterclass

Speaker: **Alan Clayton** Clayton Burnett (UK)
Date: **Wednesday 9 October 2013** – 12:00-18:00
Venue: Hotel SOREA Regia, Kráľovské údolie 6, Bratislava, Slovakia

- 12:00-12:30 >>** **Registration of Delegates**
- 12:30-14:00 >>** **Part 1: Emotional Fundraising**
- 14:00-14:30 >>** **Coffee Break**
- 14:30-16:00 >>** **Part 2: Emotional Fundraising**
- 16:00-16:30 >>** **Coffee Break**
- 16:30-18:00 >>** **Part 3: Emotional Fundraising**

The greatest fundraisers communicate emotionally to create the biggest impact and rapport with donors and their own fundraising teams. Emotional fundraising can be learned. Introverts can be every bit as good at it as extroverts, using just three very simple techniques. Alan will distil experience with over 250 global clients into three simple learning points, with case studies, that every fundraiser can use to transform their communications and asking ability.

This 3x90 min. masterclass is suitable for anybody working in fundraising from the brand new intern to the highly experienced director. You will leave with a new skill set allowing you to become exquisite at communications, leadership ... and asking for money!

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Alan is a Director of Clayton Burnett Ltd, Chairman of coaching firm Revolutionise Global, Chairman of the Grove Practice and Managing Partner at the Inch Hotel and Inspiration Centre, Loch Ness, Scotland.

He is one of the leading consultants, coaches, creative directors and inspirational speakers on the world circuit. Clayton Burnett is currently based in the UK, Denmark, Norway and Finland. Alan created charity marketing agency Cascaid in the UK in 1998 following a career working in-house in charity marketing. He ran Cascaid until 2008, when it merged to form The Good Agency. Alan has worked with over 250 non-profit clients in the UK and around the world. His specialisms are creative strategy, donor insight and motivation and he has published much original research and theory.

Alan's other area of work is as a trainer, coach and professional speaker, working globally. He is a keen mountaineer, powerboat skipper and golfer and has a reputation for astonishing insight, and for saying things others don't dare to.

The Masterclass will be simultaneously interpreted into/from Slovak.

Participation fee for the Masterclass and Conference 9-11 October 2013

- 1 Delegate – **Early Bird Registration by 20 September:** 169 EUR
- 1 Delegate – **Registration after 21 September:** 189 EUR
- Fundraisers' Club Member: 129 EUR

The fee includes participation in the Masterclass and Conference, conference materials (including outputs from the 1st, 2nd and 3rd Slovak-Fundraising Conferences), lunch and buffet dinner on 10 October, as well as coffee and refreshments.

The number of delegates at the Masterclass and Conference is limited. Registration runs until 6 October 2013 or until the number of available seats is filled. The registration is valid only after the fee has been credited to the account of the organiser and before the event(s). Cancellation of participation in the event is possible till 25 September 2013, after this date a refund is not possible.

Payment details

- **Account number:** 2927832354/1100
- **Bank:** Tatrabanka (www.tatrabanka.sk)
- **SWIFT:** TATR SK BX
- **IBAN:** SK35 1100 0000 0029 2783 2354
- **Variable code:** Identification number of the organization or date of birth of an individual in the format DDMMYYYY
- **Note:** Please include the name of the participant(s) in the message to payment recipient for identification purposes

More information and registration: www.fundraising.sk/conference