Organised by

CIVILSOCIETY
media

Save £50
by booking before
27.09.2019

CHARITY
TECHNOLOGY
CONFERENCE 2019

06.11.2019
200 Aldersgate, London

Digital transformation • Creating a digital culture • Cyber security

Funding and supporting developers • Choosing a fundraising database

Automation and integration • Ethical technology

Headline sponsor

KCOM

Associate sponsors

Fat Beehive
Delightful Ethical Digital

MAST ict
Making Technology Work

m~hance
with you all the way

OJO

Book today:

CPD
AWARD SCHEME
5 HOURS

EMAIL events@civilsociety.co.uk   •   CALL 020 7819 1200

FAX 020 7819 1210   •   WEB civilsociety.co.uk/tech2019

@CivilSocietyUK   #charitytech19

CHARITY TECHNOLOGY CONFERENCE 2019

06.11.2019
200 Aldersgate, London

I am delighted to announce the agenda for Civil Society Media's fourteenth annual Charity Technology Conference. Over recent years, this event has become the premier conference for charity IT and digital leaders, offering four streams of varied content, a vibrant exhibition and cutting-edge product demonstrations.

It is vital that the charity sector is a pioneering force in the application of new technologies to solve pressing social problems. Technology is the enabler which can transform business strategy, shape effective fundraising and marketing, and drive innovative service delivery.

However, the regulatory and social environment is changing. More than ever, IT leaders are under pressure to adhere to strict data regulation, maintain control of core costs, develop teams with the right balance of skill-sets and navigate ethical issues. This year's programme has been developed with all these critical concerns in mind.

The case studies on our agenda this year span a wide variety of organisations of different shapes and sizes, all with unique missions; from early adopters in the digital realm to those creating a culture of innovation, these sector leaders are realising the full potential of technology.

By creating a space for you to meet with like-minded charity IT leaders and advocates, and by imparting practical guidance, our aim is that you will return to your organisations with ideas and solutions to put into practice. We very much hope to see you and your teams on 6 November, for what promises to be a valuable and inspiring day.

Stephen Cotterill
Editor, Fundraising Magazine

PROGRAMME AT A GLANCE

09:00	Registration	12:50	Lunch
09:30	Chair's welcome	14:00	Afternoon sessions
09:40	Opening keynote	15:40	Ethical technology panel
10:20	Tech strategy	16:35	Closing plenary
11:25	Morning sessions	16:55	Chair's closing remarks
		17:00	Networking drinks reception

SPEAKERS INCLUDE

Ada Lovelace Institute · Allia FUTURE BUSINESS CENTRE · Alzheimer's Society United Against Dementia · British Heart Foundation · CANCER RESEARCH UK · CAMPAIGN FOR DIGNITY IN DYING.

Mind Of My Own · nesta · NSPCC · PARKINSON'S UK CHANGE ATTITUDES. FIND A CURE. JOIN US. · RNIB See differently

The Alan Turing Institute · The Children's Society · zoe amar digital

OPENING KEYNOTE 09:40 – 10:20
The world in 2020 and beyond

Artificial intelligence, automation, the internet of things, robotics... we already have access to technologies that offer us great potential. How can charities harness these technologies to deliver greater impact and what else is around the corner? In this plenary session, we will hear about the new and emerging solutions to modern global challenges that are going to transform the world as we know it.

Julie Dodd, director of digital transformation and communications, Parkinson's UK

PLENARY 10:20 – 11:00
Tech strategy: using insight and storytelling to create social impact

With fewer than half of all charities having a technology strategy in place, Adam will reveal some key sector-focused insights around the power that technology offers charities and why it is so crucial to place importance on this. Laura Ward and Steven Roddy of the RSPB will discuss the role that technology played in helping them get birdsong into the charts. Being able to reach a wide audience that would engage with the project was critical and technology was instrumental in every step of the project.

Adam Williams, head of direct sales at KCOM; **Laura Ward**, head of online content at RSPB; **Steven Roddy**, principal campaigner at RSPB

PANEL 15:40 – 16:35
Ethical technology: how can charities make sure their tech doesn't have unintended consequences?

Social media, augmented reality, artificial intelligence: these technologies all have the potential to solve the world's most pressing problems. But they are also full of risk. How they are used, who uses them and what they are used for can all influence the results achieved – and not necessarily create the outcomes society wants or needs. This panel discussion will consider the ethical concerns associated with using new and emerging technologies.

Carly Kind, director, Ada Lovelace Institute; **Kirsten Naudé**, director of new ventures, The Children's Society (being funded by Social Tech Trust); **Yvonne Anderson**, director, Mind Of My Own (winner of Tech4Good award 2018); **Dr Cosmina Dorobantu**, deputy director and policy fellow, Public Policy Programme, the Alan Turing Institute

CLOSING PLENARY 16:35 – 16:55

Digital technology has the power to transform the lives of disabled people, helping them achieve their goals at home, at work and in education. Accessible tech can boost independence, improve social connections and help people be more productive in the workplace. But what if the way the tech is designed creates new barriers and shuts people out? AbilityNet's Adi Latif will draw on his own experience as a blind person to provide this entertaining and engaging session which will capture your imagination and disrupt conventional thinking about digital design.

Adi Latif, accessibility consultant at AbilityNet and a former professional skier

Time				
09:00	Registration, coffee & networking			
09:30	Chair's welcome: **Stephen Cotterill**, editor, Fundraising Magazine			
09:40	**Opening keynote: The world in 2020 and beyond**			
	Julie Dodd, director of digital transformation and communications, Parkinson's UK			
10:20	**Tech strategy: using insight and storytelling to create social impact**			
	With fewer than half of all charities having a technology strategy in place, Adam will reveal some key sector-focused insights around the power that technology offers charities and why it is so crucial to place importance on this. Laura Ward and Steven Roddy of the RSPB will discuss the role that technology played in helping them get birdsong into the charts. Being able to reach a wide audience that would engage with the project was critical and technology was instrumental in every step of the project.			
	Adam Williams, head of direct sales at KCOM; **Laura Ward**, head of online content at RSPB; **Steven Roddy**, principal campaigner at RSPB			
11:00	Networking and refreshment break including a product demonstration by Chariteer			

	Stream A: Innovation	Stream B: Digital	Stream C: Leadership	Stream D: Data and compliance
11:25	Chair: **Kirsty Weakley**, editor, Civil Society News	Chair: **Ian Allsop**, contributing editor, Charity Finance	Chair: **Becky Slack**, managing director, Slack Communications	Chair: **Stephen Cotterill**, editor, Fundraising Magazine
11:35	**1A. Innovation spotlight: addressing UN sustainability goals** In a world faced with growing poverty, inequality, climate emergency and environmental degradation, UN Sustainable Development Goals are the blueprint to achieving a better more sustainable future for all. Allia Future Business Centre supports start-ups and ventures that address these goals, creating innovative solutions to solve the critical global and local challenges we all face. This session will showcase a number of these ventures and highlight how they use technology in an innovative way to solve the most pressing social and environmental issues. Each case study will begin with outlining which UN SDG they are addressing, their inspiration/objectives, and then an overview of how it works, which tech they use, and importantly, lessons learned along the way. **Jessica Ocampos**, co-founder and CEO, Camnexus, **Hector Smethurst**, founder, App and **Sean O'Keefe**, co-founder, Cogz	**1B. Digital transformation: Building the charity you want** Too often we can feel we are on a treadmill of ever-changing, never-ending transformation – seeking to achieve a vision beyond our means and becoming disconnected with our purpose. This session will explore how to build a resilient and maturing digital charity by looking again at why we exist and what our purpose truly is. How do our people, processes, cultures and technological capabilities shape and create the digital charity we want to be? Whether you are a technology expert or new to the digital world, this session will use real-life examples to challenge your thinking and provide practical steps for effective digital transformation. **Nathan Baranowski**, managing director, OJO Solutions and **Steve Fuller**, co-founder, The House	**1C. The importance of digital skills** Using data from the latest Charity Digital Skills report and learnings from NSPCC's recent digital transformation work, this session will look at how to ensure an organisation has access to the digital skills it needs now and in the future. **Zoe Amar**, chair of the Charity Digital Code of Practice, **Clive Gardiner**, head of digital, and **James Barker**, associate head of digital engagement, NSPCC	**1D. What happens when you change an entire charity's CRM within 12 months?** Crohn's and Colitis UK is the UK's leading charity in the battle against Crohn's Disease and Ulcerative Colitis. Founded as a patients' association in 1979, the charity currently has 44,000 members and 200,000 other supporters across the UK. Crohn's and Colitis UK supports thousands more through a support line, regional volunteer-led events and grants programmes. Microsoft Dynamics 365 and m-hance were selected to provide an organisation-wide solution. Microsoft Dynamics 365 and NfP 365 has enabled users to gain a 360 degree view of all those who engage with the charity, to support and extend their relationships with the IBD community. **Tory Cassie**, NFP business development, m-hance and **Azadi Sheridan**, project manager at Crohn's and Colitis UK
12:10	Transit time			
12:15	**2A. Collective intelligence: What we learned by combining human and machine intelligence for social good** Crowd insights and data harnessed through collective intelligence has led to breakthroughs in traditionally elite professional fields such as science, research and healthcare. It has changed the way laws get made, and enabled us to improve our understanding of situations in real time. But as the volume of data increases, so do the challenges of navigating and analysing it. This session will present the lessons learned from NESTA's collective intelligence programme. **Kathy Peach**, head of the Centre for Collective Intelligence Design, NESTA	**2B. Nudging people to give more online** By using insights from psychology, neuroscience and microeconomic theories, charities can understand more about donors' impulsive and deliberative intentions to give. But how does this work for online giving? This session will help delegates understand how to use behavioural economics to maximise donations via websites. **Mark Watson**, CEO and **Ben Serbutt**, head of creative, Fat Beehive and a charity case study	**2C. Creating a culture of innovation: Bottom up vs top down** Driving change is difficult. Developing new products and services requires a culture that is open to innovation – and risk. But where should the drive and motivation for this come from? This session will draw on case studies from across the charity sector to consider the differences between a bottom up and top down approach to innovation, as well as practical tips for developing the right structures and frameworks to drive successful innovation strategies in your organisation. **Lucy Gower**, founder and director, Lucidity and a charity case study	**2D. Cyber security is everyone's responsibility** Cyber security is often seen as the preserve of a few technical people squirrelled away in the basement, with conversations rarely happening at a strategic level. In this session, the National Cyber Security Centre will demonstrate how trustees, senior leaders and technical staff can communicate clearly about the risks their charity faces from cyber security; what needs to be done to manage the risk; and what roles everyone should be playing. This session will centre around the NCSC's flagship guidance, The Board Toolkit, which focuses on de-mystifying cyber security, encouraging conversations between leaders and technical experts, and breaking down the key actions an organisation should take. Speaker from the National Cyber Security Centre, a part of GCHQ
12:50	Lunch & networking break			

14:00	**3A. Riding the waves of opportunity while reflecting on learning: the Victorian charity in Silicon Valley**	**3B. Funding and supporting developers: lessons from Alzheimer's Society's Accelerator Programme**	**3C. Lessons from failure: An experiment in start-up thinking in the charity sector**	**3D. Product or platform: Choosing a fundraising database**
	From inclusive apps and websites to accessible cash machines and self-service airport terminals, the RNIB plays a critical role on the global stage, acting as a catalyst for change and a negotiator and advocate of inclusive design. Drawing on these experiences, this session will provide an overview of RNIB's collaborative projects with tech companies, highlighting successes, challenges and practical and organisational lessons. It will also consider the key ingredients for a successful and productive industry collaboration.	Developing and implementing new tech can be expensive and can require specialist skills. There are also many great products and services already out there, which with funding and support, could have a dramatic impact on a charity's service users. Alzheimer's Society's Accelerator Programme seeks to fund innovations and inventions that could help people affected by dementia live better. Applicants are chosen in partnership with people who have dementia, while the Society's innovation team is on hand to guide winning projects through the lifecycle of developing, testing and improving their idea. In addition to presenting some of the successful innovations being funded, this session will explore why and how the Society started the Accelerator project as well as sharing valuable learning for other organisations interested in doing something similar.	A year ago, Cancer Research UK set up a new venture to explore new ways of addressing cancer. Beanstalk Ventures sits outside of the charity and has the freedom to test entirely new models, tools and techniques that will help the charity achieve its charitable goals. In this session, Ben Holt provides an overview of how the venture has approached this challenge, such as by exploring the interface between customers and technologies, developing external networks such as contacts from within retail and tech start-ups, and understanding the potential for scale. **Ben Holt**, co-founder, Beanstalk Ventures - social impact innovation powered by CRUK	A fundraising database that integrates with other systems and allows charities to understand and manage their data effectively is essential for a well-run and efficient organisation. But how should charities choose a fundraising product or platform, and what are the benefits and disadvantages to each? This session will provide the answers. **Martin Thompson**, director, MAST ICT and a charity case study
	Robin Spinks, innovation through partnerships manager, RNIB	**Simon Lord**, innovation programme manager, Alzheimer's Society		
14:35	Transit time			
14:40	**4A. Embracing the expectations of the modern fundraiser**	**4B. Case study** **Matt Mahmoudi**, Amnesty International	**4C. The first 100 days as a new chief technology officer**	**4D. Automation and integration: How Dignity in Dying uses digital to deliver its mission**
	As technology changes, so too do peoples expectations of how we fundraise. In this session, Toni will look at how we are setting ourselves up to react to these changes and also how we can be proactive in embracing them. The session will include specific case studies on CRUK's use of Facebook, including examples of successes and the challenges the charity has faced.		The first 100 days are important when starting any new job, but when the role is also new, there are additional challenges. In this session, Ursula Dolton will reflect on her recent appointment as the British Heart Foundation's new chief technology officer and the various activities undertaken to ensure she can deliver BHF's technology strategy, which aims to support research and innovation; help people affected by heart and circulatory disease; and drive income growth across the BHF's commercial, retail and fundraising offerings.	Using an integrated approach to campaigning, in the last year Dignity in Dying has recruited 85,000 new supporters, raised tens of thousands of pounds in donations, and mobilised its supporters to successfully change the minds of their MPs and MSPs through local activism. This session will explain how they did it, including: the need for an integrated approach; the role of movement building; and the value of email list growth and automated marketing campaigns to keep supporters engaged.
	Toni Levene, lead product manager, Cancer Research UK		**Ursula Dolton**, chief technology officer, British Heart Foundation	**David Pearce**, director of fundraising and marketing, Dignity in Dying
15:15	Networking and refreshment break including a product demonstration by Tech Talent Charter			
15:40	**PANEL: Ethical technology: how can charities make sure their tech doesn't have unintended consequences?** **Carly Kind**, director, Ada Lovelace Institute; **Kirsten Naudé**, director of new ventures, the Children's Society (being funded by Social Tech Trust); **Yvonne Anderson**, director, Mind Of My Own (winner of Tech4Good award 2018); **Dr Cosmina Dorobantu**, deputy director and policy fellow, Public Policy Programme, the Alan Turing Institute			
16:35	**Closing plenary** **Adi Latif**, accessibility consultant at AbilityNet and a former professional skier			
16:55	Chair's closing remarks			
17:00	Networking drinks reception			

QUICK REGISTRATION

	Early bird (booking made by 27 Sept)	Bookings after 27 Sept
Small charity (income <£250k)	£199	£199
Charity delegate	£269	£319
Charity Team Ticket (up to 4 places)	£669	£789
Non-charity delegate	£749	£799

All exc VAT

	Delegate name (inc. title)	Position	Email	Your sessions (write letter A-D in box provided)			
1.				11:35 ☐	12:15 ☐	14:00 ☐	14:40 ☐
2.				11:35 ☐	12:15 ☐	14:00 ☐	14:40 ☐
3.				11:35 ☐	12:15 ☐	14:00 ☐	14:40 ☐
4.				11:35 ☐	12:15 ☐	14:00 ☐	14:40 ☐

Amount to be paid (+ VAT @ 20%) £ _____

Opt in to hear from our Charity Technology Conference sponsors ☐

Please tick the box above if you are happy for us to pass on the contact details you use to register for the event.

Your details

☐ Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Other

Full name _____

Position _____

Organisation _____

Email _____

Address _____

_____ Postcode _____

Charity number _____

Tel _____

Fax _____

Mobile _____

Mobility or dietary requirements for any delegates? _____

3 easy ways to pay

☐ **Request invoice & pay later**

☐ **Cheque made payable to Civil Society Media Ltd**

☐ **BACS** Account Name: Civil Society Media Ltd
Account Number: 17643665 Sort Code: 23 – 05 – 80

NEXT STEPS

POST
Freepost CIVIL SOCIETY MEDIA
(please handwrite in upper case)

FAX
020 7819 1210

BOOK ONLINE
civilsociety.co.uk/tech2019

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, Civil Society Media Ltd reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

Substitution and cancellation policy: On receipt of your booking form, your place is confirmed. Delegate substitutions are allowed. Refunds on cancellations will only be issued (less a 15% administration charge)

up to and including 14 days prior to the event. Refunds will not be issued after this date. Confirmation of cancellations MUST be in writing and sent or faxed to Civil Society Media at the address and number listed above.

Personal details: This conference is produced by Civil Society Media Ltd. You have received this correspondence because we believe it is of interest to you and your role. If this is not the case, please inform us via phone on 020 7819 1200, email: events@civilsociety.co.uk or by Post: Freepost CIVIL SOCIETY MEDIA (please handwrite in upper case), and we will remove you from our database immediately.