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CHARITY TECHNOLOGY CONFERENCE 2018

07.11.2018
200 Aldersgate, London

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

Our sector is at the forefront of some of the most exciting application of new technologies to solve pressing social problems. Technology is the enabler which is transforming business strategy, shaping effective fundraising and marketing, and pioneering innovative service delivery. However, increasing pressure on IT leaders to adhere to strict data regulation, maintain control of core costs, develop teams with the right balance of skill-sets and navigate any ethical concerns, requires taking on a broader remit than ever before. This year's programme has been developed with all these nuances in mind. The case studies on our agenda span a wide variety of organisations of different shapes and sizes, all with unique missions; from the Science Museum Group to Shelter and Samaritans, these examples of tech in action cannot fail to inspire.

By creating a space for you to meet with like-minded charity technology leaders and advocates, and by imparting some 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 7 November, for what promises to be a valuable day.

Jenni O'Donovan
Head of events, Civil Society Media

PROGRAMME AT A GLANCE

Time	Session
09:00	Registration
09:30	Chair's welcome
09:40	Opening keynote
10:20	Plenary – RSPB and KCOM
11:25	Morning sessions
12:50	Lunch
14:00	Afternoon sessions
15:40	Ethics and progress panel discussion
16:25	Closing keynote
16:55	Chair's closing remarks
17:00	Networking drinks reception

SPEAKERS INCLUDE

CAST – Driving social change with digital technology

CENTRE FOR TECHNOLOGY AWARENESS

COMIC RELIEF

Family Fund – Helping disabled children

GUIDE DOGS

mind for better mental health – Solent

National Cyber Security Centre – a part of GCHQ

ROYAL AIR FORCES Association – The charity that supports the RAF family

rspb – giving nature a home

SAMARITANS

SCIENCE MUSEUM GROUP

SCVO

Shelter

WWF

OPENING KEYNOTE 09:40 – 10:20

Artificial intelligence - the force shaping our future

It has been widely dubbed 'the defining technology of our time', but what really is AI and how is it changing the world as we know it? In this thought-provoking keynote speech, Daniel Hulme, a leading expert in artificial intelligence, will shed some light on the practical application of AI as well as considering some of the associated social, commercial, economic and ethical implications.

Daniel Hulme, AI entrepreneur and academic

PLENARY 10:20 – 11:00

RSPB send in the drones: transforming conservation through drone technology

Over the past decade the use and accessibility of 'drones' or unmanned aerial vehicles (UAVs) has rapidly accelerated. One charity making the most of this technology is the RSPB, which has rolled out the use of drones across multiple sites, transforming the way in which aerial imagery is acquired on its reserves. The ability to take regular, high-definition aerial images has proved a low-cost and highly effective method of mapping and measuring different habitats, enabling an enhanced level of detail and the creation of 3D digital surface models. In this session, Thomas Starnes will share some of the challenges and benefits involved in making this transformation, and present some examples of the drones in action.

Thomas Starnes, geographic information systems analyst, Royal Society for the Protection of Birds and **Adam Williams**, head of sales, KCOM

PANEL: BALANCING ETHICS AND PROGRESS 15:40 – 16:25

We are living through unprecedented acceleration in the application of new technologies to solve social problems. On the one hand, we must welcome innovation and its benefits, but on the other, there is a growing awareness of the potential downsides of technology. No matter what happens, charities must always remain committed to defending equality, human dignity and inclusiveness. In this session, our panel will debate some of the ethics surrounding developments in data-caputre, AI and new-generation robotics. As technology leaders and advocates, how can we find a way to navigate the ethics in order to make the most of these new technologies?

Chair - **Chris Sherwood**, incoming chief executive, RSPCA

Panellists - **Katy Cook**, cyberpsychologist and founder, Centre for Technology Awareness, **Rhodri Davies**, head of policy, Charities Aid Foundation, **Deborah El-Sayed**, director of digital, NHS England and trustee, British Red Cross and **Dr Amanda Sharkey**, associate professor, University of Sheffield

CLOSING KEYNOTE 16:25 – 16:55

Mobilising one billion people to take action for our planet

Technology is the single most powerful weapon in WWF International's armoury. The charity's ambitious new strategy aims to mobilise one billion people to help bend the curve of nature loss by 2020, with the far-reaching influence of new technologies playing a pivotal role. In an uplifting talk to end the day, Alice More O'Ferrall will share some inspiring examples of their tactics, from social media to streamed TV, and partnerships to peer pressure.

Alice More O'Ferrall, digital engagement manager, WWF International

MORNING SESSIONS

09:00	Registration, coffee & networking
09:30	Chair's welcome: **Tania Mason**, editor, *Governance & Leadership*
09:40	**Opening keynote: Artificial intelligence - the force shaping our future** **Daniel Hulme**, AI entrepreneur and academic
10:20	**Plenary - RSPB send in the drones: transforming conservation through drone technology** **Thomas Starnes**, geographic information systems analyst, Royal Society for the Protection of Birds and **Adam Williams**, head of sales, KCOM
11:00	Networking & refreshment break – **BANKEX Foundation product demo**

	Stream A	Stream B	
11:25	**Chair's welcome:** **Dan Hall**, chief information officer, Girls' Day School Trust and chair, Charity IT Leaders	**Chair's welcome:** **David McNeill**, digital director, SCVO (Scottish Council for Voluntary Organisations)	
11:35	**1A. Data management: Where do we even start?** Burning the midnight oil managing data within your organisation is not where any of us want to be. Yet, with the sheer volume of data being generated every second of our lives, managing this has never been more challenging. The question is, where do you even begin? Steve Georgiou will guide you on this journey explaining the options and best practice advice, along with real-life case studies from organisations towards the end of their expedition. **Steve Georgiou**, senior accout manager, Xpedition	**1B. Samaritans case study: Unifying digital communications** For many organisations, their website and social media presence act as the public face of the charity and provide key ways of engaging with supporters. In a climate of increased scrutiny and regulation, quality and consistency are more crucial than ever. Optimising and aligning your social and content strategies can be challenging, especially for confederated charities like Samaritans, which has over 200 branches nationwide all using social media. Attend this session to hear more about Mike Keating's approach to creating content and social strategies, ensuring they actually get used, and how they support Samaritans' journey to launch a new website platform and rebrand, all by 2019. **Mike Keating**, digital communications manager, Samaritans	PRACTICAL / CORE FUNCTIONS / PRACTICAL / COMMS
12:10	Transit time		
12:15	**2A. Unleashing the creative potential for cultural organisations** Technology is increasingly playing a central role in culture and heritage sector. Tonya Nelson, whose experience and interest in the application of new technologies in this sector resulted in her being seconded to the department for digital, culture, media and sport (DCMS) to research and write the 2018 policy paper Culture is digital, will summarise the report's key insights. Drawing on practical examples and charity case studies, Tonya will outline the key challenges and highlight some inspiring opportunities for leaders to take back to their own organisations. **Tonya Nelson,** director of museums and cultural programmes, UCL	**2B. Family Fund case study: Building beneficiaries' digital confidence** Technology can be a great enabler, opening up social, educational and financial opportunities for those otherwise unable to access them. But many beneficiaries from groups needing extra support can find themselves digitally excluded owing to a lack of skills and lack of consideration of that isolation in the design of support programmes. Family Fund recognised this potential disconnect and devised a digital skills training programme to provide carers and parents with the knowledge and skills to support their disabled children's digital needs in a changing world. This session will consider the potential for technology to support disabled children's learning and development and enhance their and their families' wellbeing. **Alison Davies**, head of service delivery and family contact	THOUGHT-LEADERSHIP / PRACTICAL / SERVICE DELIVERY
12:50	Lunch & networking break – **PS Financials product demo**		

Live Product Demonstrations

11:00 Morning coffee break – BANKEX FOUNDATION

13:00 Lunch – PS Financials

Stream C	Stream D
Chair's welcome: **Tania Mason**, editor, *Governance & Leadership*	**Chair's welcome:** **Stephen Cotterill**, editor, *Fundraising*

1C. Demystifying digital transformation

THOUGHT-LEADERSHIP

All too often organisations start down the road of digital transformation only to find that the systems they are using do not support the digital organisation they want to be. Although it may seem simpler to compromise on the basics in order to instigate change, this approach has a tendency to result in over-extended timelines on delivery and poor customer experience of the transforming organisation. Whether you are a technology expert or a senior manager engaged in digital transformation, this session will provide an insight into managing large-scale digital transformation, and shed some light on how innovative technologies can enhance the customer experience and help to bridge the funding gap.

Nathan Baranowski, director, ojo Solutions

1D. Guide Dogs case study: Shaping an innovative IT strategy for a traditional organisation

STRATEGY / LEADERSHIP

Most charities, regardless of their shape or size, are struggling with similar challenges when it comes to the fast-moving realm of technology. These include; how to balance innovative projects with business as usual, how to keep moving forward in a low-risk, low-cost way, and how to create an organisational culture that supports investment in tech. In this session, we will learn more about Guide Dogs' IT strategy, from a new approach to project management to their renewed focus on technology governance.

Ray Brooks, chief information officer and **Marie Orpen**, head of digital, Guide Dogs

2C. A funder's guide to getting your tech initiative off the ground

PRACTICAL / CORE FUNCTIONS

While the power of technology to address social problems is widely recognised, funding and support for tech initiatives remains scarce. Based on their extensive experience working with charities on funding and development, Martha Young and Sam Sparrow will share what they consider to be the secrets of successful projects and applications. They will highlight the importance of sustainability and some practical tips to conducting constructive user research, as well as advising on common pitfalls to avoid. Whether you are seeking funding or just want to get an idea off the ground, this is the session for you.

Samantha Sparrow, operations and programmes lead, CAST and **Martha Young**, senior partnership manager, Tech for Good, Comic Relief

2D. Embedding a cyber security-conscious culture

PRACTICAL / CORE FUNCTIONS

Cyber crime poses a serious threat to charities in possession of large quantities of extremely valuable and often sensitive personal data. The NCSC has recently issued fresh guidance to charities outlining some prevalent risks and suggesting quick and low-cost methods to avoid being left open to attack. This session will offer practical advice on how to embed a cyber security-aware culture across your entire organisation, enabling staff, volunteers and trustees to keep pace with the ever-changing realm of cyber security, and safeguarding your most sensitive data.

Speaker to be announced, National Cyber Security Centre (part of GCHQ)

AFTERNOON SESSIONS

14:00	**3A. Innovation spotlight: health and social care** **INNOVATION**	**3B. Supercharging engagement: put your communications on autopilot and your supporters in the driving seat** **PRACTICAL / COMMS**
	One area seeing large-scale change due to the application of new technologies is the health and social care sector. In this session we put the spotlight on some of the innovations making a difference to people's lives.	It is an established fact that organisations using marketing automation see significantly higher supporter engagement. While 'marketing automation' may sound like jargon, it is fast becoming the secret weapon of savvy charities. What's more, once set up, it almost runs itself. Join this session to learn the essentials about email and marketing automation, including what you need to consider to get it off the ground. Keira Roth will share expertise based on real-life charity examples, imparting the necessary tools to help fine-tune your strategy and messaging to create more meaningful and impactful campaigns.
	1. StreetLink provides a tool for the public to take action when they see people sleeping rough: presented by **Matt Harrison**, director of social enterprise, Homeless Link	
	2. PARO seal is a therapeutic robot being used in dementia care: presented by **Dr Amanda Sharkey**, associate professor, University of Sheffield	
	3. TalkLife is the social network providing mental health support to young people, presented by **Jamie Druitt**, chief executive, TalkLife	**Keira Roth**, UK business development director, Engaging Networks
	Chaired by **Deborah El-Sayed**, director of digital, NHS England	
14:35	Transit time	
14:40	**4A. Partnership-working: Creating the right client-agency relationship** **WORKSHOP**	**4B. RAFA case study: Setting up a CRM from scratch** **PRACTICAL / CORE FUNCTIONS**
	This session will look in-depth at some of the challenges charities face when working with agencies, and will impart practical guidance to promote more productive partnerships. Join Darshan Sanghrajka to work through his tried and tested methodology and learn how to adopt an alternative approach to problem-solving. From writing the initial brief and shaping the budget, as well as how to anticipate surprises along the way, you will leave better-equipped to avoid common pitfalls and ensure success.	The CRM journey for the Royal Air Forces Association (RAFA) has not been entirely smooth sailing, with its first attempt stalling, and the charity being forced to rethink its strategy. Attend this session to learn more about the challenges and practicalities it is facing while implementing a system that is fit to serve an organisation with over 70,000 members across the globe. With the benefit of hindsight, RAFA are keen to share their learning and experience so far, in order to help other organisations considering implementing a new CRM.
	Darshan Sanghrajka, founder and chief executive, Super Being Labs	**Guy Davies**, project manager, **Chris Goss**, trustee and **Phil Sherwin**, CIO, Royal Air Forces Association
15:15	Networking & refreshment break	
15:40	**Panel: Balancing ethics and progress**	
	Chair - Chris Sherwood, incoming chief executive, RSPCA	
	Panellists - Katy Cook, cyberpsychologist and founder, Centre for Technology Awareness, **Rhodri Davies**, head of policy, Charities Aid Foundation, **Deborah El-Sayed**, director of digital, NHS England and trustee, British Red Cross and **Dr Amanda Sharkey**, associate professor, University of Sheffield	
16:25	**Closing keynote: Mobilising one billion people to take action for our planet**	
	Alice More O'Ferrall, digital engagement manager, WWF International	
16:55	Chair's closing remarks	
17:00	Networking drinks reception	

KEY:

WORKSHOP — **An interactive approach to problem solving**

PRACTICAL / CORE FUNCTIONS — **Focussing on increasing the effectiveness of core functions**

PRACTICAL / COMMS — **Focussing on the supporter view**

3C. Digital leadership in practice

THOUGHT-LEADERSHIP

Kit Collingwood Richardson is currently leading the data team for the Universal Credit Digital Service at DWP and recently co-founded OneTeam Gov, a global community of public servants and allies seeking to improve government services and reform the way they work. In this session, she will discuss what she considers to be the changing priorities for digital leaders in a society which is in a state of rapid flux. She will consider the role of new technologies in changing the way we interact and what being a networked, authentic and effective leader looks like in 2018 and beyond.

Kit Collingwood Richardson, deputy director, data: Universal Credit, Department for Work and Pensions (DWP) and co-founder, OneTeamGov

3D. CRM – The journey to a connected workforce

PRACTICAL / CORE FUNCTIONS

In this session, hear how Solent Mind partnered with m-hance to implement Dynamics 365 with lofty aims to simplify reporting processes, better connect its workforce and provide an improved service to clients. David Watson will share some of the outcomes of the project, from increasing staff productivity by 25 per cent, through to gaining new business and enhancing organisational reputation. Attend to learn what's next for Solent Mind, and why charities ought to constantly reevaluate the needs of their CRM in order to tackle ongoing challenges around business processes and data management.

Tory Cassie, NFP business development, m-hance and **David Watson**, CRM & ICT manager, Solent Mind

4C. Digital detox workshop - Identifying how & when to unplug

WORKSHOP

Our personal relationship with technology can have a significant impact on our wellbeing, resilience and energy levels. This workshop will explore the challenges associated with being constantly connected. How can we ensure we utilise technology wisely and productively, getting the balance right in order to avoid potential stress and burnout?

Hannah Massarella, founder, Bird

4D. Shelter UK case study: Using digital storytelling to drive donations

PRACTICAL / COMMS

In its latest media campaign Shelter embedded camcorders with homeless children and their families, allowing them to bring to life beneficiaries' stories hrough incredibly intimate and moving film footage. When strategically timed to coincide with a digital fundraising campaign the team were also able to exceed fundraising targets. This case study demonstates how the use of technology does not always have to be flashy or expensive in order to be effective, and outlines some of the steps involved to launching truly collaborative digital campaigns.

Stephanie Borne, head of digital fundraising and **Alice Klein**, head of media, Shelter UK

PRACTICAL / SERVICE DELIVERY — Focussing on supporting beneficiaries

INNOVATION — Examples of new technologies

THOUGHT-LEADERSHIP — A high-level strategic view

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	Early bird (booking made by 28 Sept)	Bookings after 28 Sept
Small charity (income <£250k)	£199	£199
Charity delegate	£259	£309
Charity Team Ticket (up to 4 places)	£639	£769
Non-charity delegate	£749	£799

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