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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



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 insight around the power that technology offers charities and why it is so crucial to place importance on this. As we continue through this challenging economic environment, organisations need to maximise their use of technology to make positive efficiencies within their operations and also attract donor attention through online storytelling. By utilising the right platforms to support their 'voice', charities can increase their social network, raise awareness of their cause and, most importantly help the people that need the most.

Adam Williams, head of direct sales, KCOM

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

MORNING SESSIONS

This conference is accredited by the CPD Standards Office and this activity equates to 5 hours of CPD. Delegates will be provided with a certificate of attendance, which should be kept within your CPD record, and can be used as evidence in a CPD audit by a professional institute or regulator.

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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 Adam Williams , head of direct sales, KCOM			
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11:00	Networking & refreshment break			
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	Stream A: Innovation	Stream B: Digital	Stream C: Leadership	Stream D: Data and compliance
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11:25	 <p>Chair: Kirsty Weakley, editor, Civil Society News</p>	 <p>Chair: Ian Allsop, contributing editor, Charity Finance</p>	 <p>Chair: Becky Slack, managing director, Slack Communications</p>	 <p>Chair: Stephen Cotterill, editor, Fundraising Magazine</p>
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11:35	<p>1A. Innovation spotlight: Addressing UN sustainability goals</p> <p>In a world faced with growing poverty, inequality, climate emergency and environmental degradation, UN Sustainable Development Goals are the blueprint to achieve a better and 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 new technology in an innovative way in order to solve the most pressing social and environmental issues.</p> <p>Caroline Hyde, chief executive of Allia and a charity case study</p>	<p>1B. Digital transformation: Building the charity you want</p> <p>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.</p> <p>Nathan Baranowski, managing director, OJO Solutions and Steve Fuller, co-founder, The House</p>	<p>1C. Skills focus: Creating a digital culture</p> <p>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 the skills available within an organisation to create an effective digital culture.</p> <p>Zoe Amar, chair of the Charity Digital Code of Practice, Clive Gardiner, head of digital, and James Barker, associate head of digital engagement, NSPCC</p>	<p>1D. Incorporating help and advice into your fundraising platform</p> <p>Donors can often be service users, and service users can often become donors. To manage everyone's needs in a professional and timely manner requires an integrated database. Data, activities and communications need to be visible to others within the charity, but at the same time be managed in accordance with GDPR and other safeguarding policies. This session will help delegates understand how to use technology to deliver effective and safe services to all those that need them.</p> <p>Tory Cassie, NfP business development, and James Glover, NfP solution architect, m-hance, and a charity case study</p>
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12:10	Transit time			
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12:15	<p>2A. How to be an early adopter rather than digital laggard</p> <p>Join this session to learn how to explore and exploit new and emerging technologies that can help you achieve your mission, including practical examples from the CRUK emerging technology team's own work.</p> <p>Avin Talabani, emerging technology exploration lead and Robert Leyland, emerging technology product lead, Cancer Research UK</p>	<p>2B. Nudging people to give more online</p> <p>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.</p> <p>Mark Watson, CEO and Ben Serbutt, head of creative, Fat Beehive and a charity case study</p>	<p>2C. Creating a culture of innovation: Bottom up vs top down</p> <p>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.</p> <p>Lucy Gower, founder and director, Lucidity and a charity case study</p>	<p>2D. Cyber security is everyone's responsibility</p> <p>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.</p> <p>This session will centre around the NCSC's flagship guidance, The Board Toolkit, which focuses on demystifying cyber security, encouraging conversations between leaders and technical experts, and breaking down the key actions an organisation should take.</p> <p>Speaker from the National Cyber Security Centre, a part of GCHQ</p>
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12:50	Lunch & networking break			
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AFTERNOON SESSIONS

14:00	<p>3A. Riding the waves of opportunity while reflecting on learning: the Victorian charity in Silicone Valley</p> <p>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.</p> <p>Robin Spinks, innovation through partnerships manager, RNIB</p>	<p>3B. Funding and supporting developers: lessons from Alzheimer's Society's Accelerator Programme</p> <p>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.</p> <p>Simon Lord, innovation programme manager, Alzheimer's Society</p>	<p>3C. Going beyond the charity sector: A people-first approach to using tech to transform lives</p> <p>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.</p> <p>Ben Holt, co-founder, Beanstalk Ventures - social impact innovation powered by CRUK</p>	<p>3D. Product or platform: Choosing a fundraising database</p> <p>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.</p> <p>Martin Thompson, director, MAST ICT and a charity case study</p>
14:35	Transit time			
14:40	<p>4A. Collective intelligence: What we learned by combining human and machine intelligence for social good</p> <p>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.</p> <p>Kathy Peach, head of the Centre for Collective Intelligence Design, NESTA</p>	<p>4B. Missing Maps</p> <p>Missing Maps is an open, collaborative project that combines satellite imagery with community volunteers to fill in the gaps on world maps - typically those areas where humanitarian organisations are trying to meet the needs of vulnerable people. This session will share the lessons learned of using Mapathons and networks of local volunteers to create a valuable resource for all to use.</p> <p>Katrina Crampton-Thomas, school and missing maps consultant, Médecins Sans Frontières</p>	<p>4C. The first 100 days as a new chief technology officer</p> <p>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.</p> <p>Ursula Dolton, chief technology officer, British Heart Foundation</p>	<p>4D. Automation and integration: How Dignity in Dying uses digital to deliver its mission</p> <p>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.</p> <p>David Pearce, director of fundraising and marketing, Dignity in Dying</p>
15:15	Networking & refreshment break			
15:40	<p>PANEL: Ethical technology: how can charities make sure their tech doesn't have unintended consequences?</p> <p>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</p>			
				
16:35	<p>Closing plenary</p> <p>Adi Latif, accessibility consultant at AbilityNet and a former professional skier</p>			
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

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