## Insight in Fundraising Annual Conference 27th November 2017 - The Science of Engagement

| Start time | Finish Time | Plenary MAIN AUDITORIUM | WHO? | WHAT? | HOW? |
|---|---|---|---|---|---|
| | | | **Stream** | | |
| 09:00:00 | 09:25:00 | **Arrival (tea & coffee)** | | | |
| 09:30:00 | 09:45:00 | **Nick Mason** - WELCOME AND CONFERENCE OPENING<br><br>**Mark Mina** - *fast* MAP PRE-CONFERENCE SURVEY | | | |
| 09:45:00 | 10:20:00 | **Anita Yuen - Facebook** FUNDRAISING WITH FACEBOOK: MAKING THE MOST OF NEW OPPORTUNITIES | | | |
| 10:30:00 | 11:10:00 | | **Matt Porter - Qbase & Lee Gisbourne - Help for Heroes** 'CHARITY CONTEXT BENCHMARKING REPORT' | **Centrepoint & WFT** 'ECONOMETRICS AT CENTREPOINT' | **Steve White - Marie Curie** 'ENGAGEMENT' |
| 11:20:00 | 12:00:00 | | **Audience with Orbis** 'MOST POWERFUL INSIGHT THROUGH RESEARCH - AWARD WINNER' | **Barnardo's & WFT** 'USING ANALYSIS TO DEVELOP A STRATEGIC APPROACH TO OUR CASH & RAFFLE PROGRAMS' | **TEAMS & STRUCTURES, WAYS OF WORKING** Nick Mason Mark Lumby - Oxfam Jon Moxham - British Red Cross Bob Francis - BHF |
| 12:10:00 | 12:50:00 | **GDPR PANEL SESSION'** John Mickelson - DMA Dan Fluskey - IOF | | | |
| 13:00:00 | 14:00:00 | **Lunch** | | | |
| 14:10:00 | 14:50:00 | | **Jo Cutler - University of Sussex** 'NEUROSCIENCE' | | **Berry Thompson** 'GETTING TO A SINGLE CUSTOMER VIEW' |
| 15:00:00 | 15:40:00 | | **John Grain & Michael Dent** 'MYSTERY SHOPPING' | **Rachel Kelly - Parkinson's** 'DIGITAL AWARD WINNER - CASE STUDY' | **Nick Mason** 'VISUALISATIONS WE LOVE' |
| 15:45:00 | 16:00:00 | **Tea** | | | |
| 16:10:00 | 16:50:00 | **Adrian Sargeant** 'RELATIONSHIP FUNDRAISING 3.0' | | | |
| 16:50:00 | 17:00:00 | **Nick Mason** CLOSING REMARKS | | | |
| 17:00:00 | 19:00:00 | **Drinks Reception** | | | |