

Insight SIG Conference - 12th November 2018 - Resource for London

Start time	Finish Time					
09:00	09:30	Arrival (tea and coffee)				
09:30	09:40	Nick Mason - welcome				
09:40	10:15	Will Goodhand - System1 Research				
10:20	11:00		Louise Oakley - Alzheimer's Society: How in one year to triple the dough with the same number of registrations	David Dipple – If Artificial Intelligence is the future, then the future is now	Angus Kerr - Clic Sargent : Understanding Audiences through Market Research	
11:00	11:30	Morning break				
11:30	12:10		Emily Casson - Cats Protection : Best use of Data & Analysis in Digital Fundraising Winner - Digital Weekly Lottery	Bob Francis - BHF: Most Powerful Insight Using Research Award Winner Case Study	Training – Jon Kelly Insight: Why Do It?	
12:15	12:55		Nathan Shilton & Patrick Dalglish - Adroit : Understanding Online Audiences	Clara Avery - Macmillan Cancer Support : Outstanding Contribution Award Winner & Myuran Kuhachandran - Parkinson's UK : Rising Star Award Winner	Training – Stuart McCoy Insight: How To Do It?	
13:00	13:45	Lunch				
13:45	14:25		Christina Finlay - National Trust : Why the National Trust trusts Neuroscience	Faye Edmondson - Centrepont : Centrepont & The Co-operative Bank - A Customer-Led Partnership	Training – Ruth Smyth, Stephen Dodds Insight: Communicating It	
14:30	15:10		Neil Martin - Qbase : Gin & Data	Vidhu Sood-Nicholls & Kate Mairs - TeachFirst : Research into Donor Experience	Training – Ruth Smyth Digital Analysis	
15:10	15:30	Afternoon break				
15:30	16:10		Magid el Amin - The Children's Society & Andrew Sargent – Wood for Trees : Most Powerful Use of Insight in 1:1 Fundraising Award Winner	Steven Dodds - Harvest & Joel du Bois : 'Let's do this thing! How cultural insight transformed fundraising campaigns for the International Committee of the Red Cross'	Aiden Gregg – Feel appeal: Using emojis to capture and quantify sympathetic sentiment	
16:15	16:45	Closing plenary - to be announced!				
16:45	16:50	Nick Mason - Closing				
17:00		Drinks - The Coronet				