



**One day virtual conference Wednesday 16th September 2020**

## **Agenda**

**09.00 –9.10: Opening - David Griffiths HLA chairman**

**9.10 – 9.30: **Session 1** Let there be light! Brian Todd, Patrick O'Donnell and Paul Hilliard, donorflex. Quick, simple and imaginative ways for Lottery teams to utilise their data and keep income and awareness flowing for their causes. Followed by Q&A session.**

**9.30 –10.15: **Session 1 cont.** LCCP - What's changed for lotteries? Louise Notley, Claire Burgin and Jo Cartwright , Gambling Commission. Followed by Q&A session**

**10.15 –10.30. Coffee Break**

**10.30 -11.30 **Session 2** What does a great fundraiser look like? Martin Arnold , Engage & Connect Ltd Interactive workshop which will include breakout workshops for all.**

**11.30 -11.45 Coffee Break**

**11.45 -12.45 **Session 3** The New Normal - Speed networking - share your insights and learning from the last 6 months, along with highs and lows, fresh ideas and new ways of working. Breakout rooms with summary to finish.**

**12.45 – 13.30 - Lunch**

**13.30 -14.30 **Session 4** The power of storytelling - Laura will share tips on how to get your message across in a meaningful way and ways to use the data you have, more effectively; also offer ways to leverage campaigns to add value. Laura Croudace, Unity4. Followed by Q&A session.**

**14.30 – 14.45 – Coffee Break**

**14.45 –15.45 **Session 5** Telemarketing Case Studies . Belinda Ellis, The Hospice Lottery Partnership. Paula Fogg, St Clare Hospice. Chris Routley, Hospiscare. Laura Croudace, Unity4.**

**15.45 - 15.55 Close – David Griffiths, HLA chairman**

**15.55 - 16.10 - AGM**

**19.00-20.00 The HLA after-hours event - Join us for a more relaxed networking session with a glass or two. A further chance to catch up with other Hospice Lottery colleagues you would normally see at the HLA conference.**

Please send any questions you may have before the conference, for any of the speakers (please state speakers name clearly in subject line), to: [paula.fogg@stclarehospice.org.uk](mailto:paula.fogg@stclarehospice.org.uk)