

Increasing Fundraising & Campaign Reach Through Digitalisation: Good Practice & Regulation

The event will take place in Central London (venue TBC) | Wednesday 13th February 2019

10.15 Registration & Refreshments

11.00 Chair's Introduction—Cameron Fitzwilliam-Grey, Chair of Greater London Volunteering, Director at London Grey Ltd

11.05 Building and Maintaining a Strong Digital Base

- Using the Charity Digital Code of Practice and understanding its key messages
 - Developing a comprehensive digital strategy
 - Closing the digital skills gap: utilising The Digital Skills Partnership (DSP) and related government programmes
- ⇒ *Zoe Amar, CEO of Zoe Amar Digital, Chair of Charity Digital Code of Practice Steering Group*
- ⇒ *Simon Leeming, Head of the Digital Skills Partnership, DCMS*

12:15 Increasing Reach Through Digitalisation: Good Practice

- How to connect to the widest audience through online platforms
 - Developing effective digital campaign and marketing strategies
 - Utilising social media to increase reach/raise more funds
 - Learning from case study examples of success
- ⇒ *David Holdsworth, Deputy CEO, Charity Commission*

13:15 Networking Lunch

14:00 Regulating Digital Communications

- Risk management and guidance for Digitalisation
 - Reducing risks through understanding and engaging with the digital world
 - Digitally complying with The Code of Practice for Fundraising
 - Meeting public expectations over transparency and openness
 - Complying with GDPR and data protection policy
- ⇒ *Speakers TBC*

15.30 Chair's Concluding Remarks & Event Close

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