

# Improving Volunteer Management: Recruitment & Retention

[Etc. Venues, Prospero House, 241 Borough High Street, London, SE1 1GA](#) | Tuesday, 27th June 2017

10.15	<b>Registration &amp; Morning Refreshments</b>
11.00	<b>Chair's Introduction</b> ⇒ <i>Cameron Fitzwilliam-Grey, Chair, Greater London Volunteering</i>
11.05	<b>Policy Context</b> <ul style="list-style-type: none"> <li>• Latest Government measures to support volunteering &amp; social action</li> <li>• Future actions</li> </ul> ⇒ <i>Professor Alex Murdock, Emeritus Professor, London South Bank University</i>
11.45	<b>Recruiting Volunteers</b> <ul style="list-style-type: none"> <li>• Doing more to engage people who may be interested in volunteering</li> <li>• Raising awareness about volunteering &amp; matching potential volunteers with appropriate opportunities</li> <li>• Connecting with a new generation of volunteers through social media</li> <li>• Making your organisation a more attractive place to volunteer</li> </ul> ⇒ <i>Sandra Hillyard, Volunteer Services Manager, Sported</i> ⇒ <i>Mike Stone, Voluntary Services Manager, Frimley Health NHS Foundation Trust</i> ⇒ <i>Rupal Karia, Volunteer Services &amp; Best Practice Manager, Volunteer Centre Camden</i> ⇒ <i>Sheila Norris, Operations Manager, Marketing &amp; Communications Manager, Volunteer Centre Camden</i>
13.15	<b>Networking Lunch</b>
14.00	<b>Retaining Volunteers</b> <ul style="list-style-type: none"> <li>• Identifying common reasons why people stop volunteering &amp; overcoming them</li> <li>• Providing volunteers with greater support &amp; incentives</li> <li>• Developing volunteers &amp; giving them rewarding roles</li> <li>• Motivating long term volunteers with new challenges</li> <li>• Overcoming divisions between volunteers and paid staff</li> </ul> ⇒ <i>Rob Jackson, Director, Rob Jackson Consulting Ltd</i> ⇒ <i>Zoe Grant, Director of Volunteering, Over the Wall</i> ⇒ <i>Melanie Merrill, Volunteering Programme Manager for Quality, Macmillan Cancer Support</i>
15.25	<b>Chair's Summary</b>
15.30	<b>Event Close</b>

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