



**WINTER CONFERENCE  
LONDON, 27-28 JANUARY 2005  
PROGRAMME**

**Thursday, 27 January – Reception and Dinner**

**Singapura, 1-2 Limeburner Lane, London, EC4, Tel: +44 (0)20 7329 1133**

**19.30** We will start off our evening at the smart Singapura restaurant with a welcome cocktail, so there will be plenty of opportunity to catch up with friends and colleagues, and to get to know some new faces. Conversations can continue in a relaxed atmosphere, as we sit back and enjoy a delicious oriental banquet.

**Friday, 28 January – Conference**

**Thorne Rooms 1/2, The Commonwealth Club, 18 Northumberland Avenue, London, WC2N 5BJ,  
Tel: +44 (0)20 7930 6733**

**09.45-10.00** *Registration and Coffee*

**10.00-11.00** **WHY CHARITIES DON'T UNDERSTAND THE MEDIA**

**Ian MacQuillin**, Editor, *Professional Fundraising Magazine*, UK

Charities talk about building relationships with donors and stakeholders but when it comes to journalists, charity PR is like marketing from the Stone Age - get your message and ram it down the target audience's throat 'til they get it! Ian MacQuillin, Editor of Professional Fundraising, says charities need to understand what makes journalists tick just as much as their donors.

**11.00-11.30** *Coffee Break*

**11.30-12.30** **Option 1**

**EUCONSULT CULTURAL AND HERITAGE GROUP DISCUSSION**

**Chaired by: Richard Crossland**, Director, *ABL Cultural Consultants*, UK

Following the successful first session of the group at the last Summer Conference, we will focus on members' experience of cross-border consulting in the cultural sector. Is most new cultural practice too nation-specific to make overseas consultants attractive, or is there virtue in the longer perspective and globally converging creative enterprise? Should we be maintaining a notion of "European Culture"?

**11.30-12.30** **Option 2**

**DATA PROTECTION: PROBLEM OR OPPORTUNITY?**

**Chaired by: David Morris**, Senior Consultant, *Brakeley*, UK

Databases are essential to non-profits, to direct marketing, and to our businesses. Is the EU Data Directive consistently followed in national legislation? Are there significant differences in its application? Europe is more restrictive than the US; is this holding back non-profits in Europe or making us improve our relationship marketing?

**12.30-13.30** *Lunch*

**13.30-14.30** **CASE STUDY: WORKING TOWARDS AN ARTS ICON? CASA DA MÚSICA, PORTO**

**Andrew Bennett**, arts management consultant, *Casa da Música*, Portugal

Working on a project as ambitious and inspiring as Casa da Música can be especially rewarding when the style of construction, organisational management and artistic vision represent a step change in the culture (in both senses of the word) of the country concerned. Andrew Bennett has been associated with Casa da Música since 1999 and resident in Porto for the last two years, looking forward to the venue's public opening in April 2005. He explains why the project motivated him to move from Britain, and how changes within the project since then have made the challenges even greater than before.

**Continued/...**

**14.30-15.30 MINDBLOWING CREATIVE FROM EUROPE**

**Jon Duschinsky**, Director, Union pour la Générosité, France

Jon Duschinsky will start this session by outlining the activities of the Union pour la Générosité. He will then go on to show us that not all the best creative communications come from the United States or Britain. With the focus on continental Europe, Jon will take us on a multi-lingual, multi-cultural whistlestop tour around some of the most effective European creative work. You may not understand all the copy, but you'll come away with many fresh ideas.

**15.30-16.00** *Tea Break*

**16.00-16.30 MEMBER PRESENTATIONS**

**Theresa Lloyd**, Theresa Lloyd Associates, UK, **Jan van Berkel**, Zalpa van Berkel, The Netherlands, **Paul Steadman**, Blackbaud Europe, UK

Our regular session to give members the opportunity to outline their business activities and provide details on recent projects.

**16.30-17.00 MEMBER SATISFACTION SURVEY ANALYSIS AND DISCUSSION**

**David Saint**, Chairman of EUConsult / Action Planning, UK

David Saint will present the results of the 2004 Member Satisfaction Survey, leading a discussion on the ways that we can work toward improving and expanding membership services.

**17.00** *Close*

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