



EUCONSULT CULTURAL & HERITAGE GROUP

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REGISTER OF SPEAKERS

SUBJECT AREA / TITLE	FORMAT	LENGTH	SPEAKER(S)	COMPANY	LANGUAGES	TARGET AUDIENCE
SECTOR OVERVIEW						
The Role of Lottery Funding in Europe	Presentation	1.5 hours	Vanessa Reed	ABL Cultural Consulting	English	Cultural policymakers
MANAGEMENT AND PLANNING						
Change Management in Public Service/Cultural Organisations	Presentation/workshop	1-1.5hours/1 day	Jacob Mayne	Vernissage	English, French	Senior management and boards
Project Management	Presentation/workshop	1-1.5hours/1 day	Jacob Mayne	Vernissage	English, French	Senior management/project leaders/teams
Replacement Funding for Public Sector Support	Presentation	1.5 hours	Richard Crossland	ABL Cultural Consulting	English, German	Senior management in cultural organisations
Repositioning Organisations in a Changing Public Funding Environment	Presentation/case studies	1.5 hours	Richard Crossland	ABL Cultural Consulting	English, German	Senior management in cultural organisations
Strategic Planning - Why Plan And How to Do It Effectively	Presentation/workshop	1 hour/0.5 day	Magnus von Wistinghausen	Magnus von Wistinghausen	English, German, French	Senior management and boards
Balancing Culture and Commerce - Developing Income Generation Strategies	Presentation	1.5 hours	Magnus von Wistinghausen	Magnus von Wistinghausen	English, German, French	Senior management and policy makers
Understanding your Economic Model - Intelligent Financial Analysis and Planning	Presentation	1.5 hours	Magnus von Wistinghausen	Magnus von Wistinghausen	English, German, French	Senior management and financial staff
Strategic, Organisational and Product Business Planning including Marketing Plans	Workshop/masterclass	0.5-1 day	John Pepin	JPA Europe	English	Senior management, trustees, fundraisers, business development staff
FUNDRAISING						
Adapting the AIDA Concept to Foundation Fundraising	Presentation	1 hour	Roy Schedler	NonproCons	English, French, German	Cultural sector professionals, esp. museums/associations
Venture Philanthropy	Workshop/masterclass	0.5-1 day	John Pepin	JPA Europe	English	Senior management, trustees and fundraisers
Major Donor Development	Presentation/workshop	1-2 hours	John Baguley/Mena Gainpaulsingh	IFC	English	Senior management and fundraising staff
Major Donor Development	Presentation/workshop	1.5 hours/0.5 day	Theresa Lloyd	Theresa Lloyd Associates	English (French)	Board and senior management, senior development staff
Capital Appeals	Presentation/workshop	1-2 hours	John Baguley	IFC	English	Senior management and fundraising staff
Corporate Sponsorship	Presentation/workshop	1-2 hours	John Baguley	IFC	English	Senior management and fundraising staff
Corporate Partnerships - Opportunities and Pitfalls	Presentation/workshop	1.5-2 hours	Fiona Alldridge	Alldrige Consulting	English (French)	Fundraising/marketing/finance executives
Membership Schemes	Presentation/workshop	1-2 hours	David Dixon	DixonRaines	English, German, Spanish	Marketing and fundraising staff
Fundraising from your Audience/Visitors	Presentation/workshop	1-2 hours	David Dixon	DixonRaines	English, German, Spanish	Marketing and fundraising staff
Maximising all your Fundraising Opportunities	Presentation	1.25 hours	David Dixon/William Conner	DixonRaines/Brakeley	English, German, Spanish	Senior management and fundraising staff
Major Gift Fundraising	Seminar/workshop	3 hours	William Conner	Brakeley	English	Senior management and fundraising staff
Is the UK's Experience of Adapting the US Model Relevant to European Cultural Institutions?	Presentation	1 hour	Julian Marland/Rosemary Gilbert	Brakeley	English, French, German	Museum/heritage professionals
The Effective Use of Lay/Volunteer Leadership - Adapting the US Experience	Presentation	1 hour	John Kelly/William Conner	Brakeley	English	Senior management and fundraising staff
Overcoming Fear in Making the Ask: Using a Gift Asking Model to Empower the Fundraiser	Workshop	3 hours	Martin Kaufman	Brakeley	English	Fundraisers/senior managers/volunteers
AUDIENCE DEVELOPMENT AND MARKETING						
EU Models of Audience Development	Presentation	3 hours	Emma Courtney	ABL Cultural Consulting	English	Senior management, marketing and education staff
Knowing Your Audience - The Fundamentals of Market Research	Presentation/workshop	1.5 hours/0.5 day	Chris Lorway	Magnus von Wistinghausen	English	Senior management and marketing staff
Building Audience/Visitor Loyalty for Financial Success	Presentation/workshop	1-2 hours	Katy Raines	DixonRaines	English	Senior management and marketing staff
OTHER						
Developing/Growing Social Enterprises/Earned Income/Trading	Workshop/masterclass	0.5-1 day	John Pepin	JPA Europe	English	Senior management, trustees, fundraisers, business development staff
Managing Cultural Brands	Presentation/workshop	1-1.5hours/1 day	Jacob Mayne	Vernissage	English	Senior management/boards/marketing heads
Collaborative Working and Mergers	Workshop/masterclass	0.5-1 day	John Pepin	JPA Europe	English	Senior management
Getting the Most from Your Board	Presentation/workshop	1 hour/1 day	Marilyn Wyatt	Marilyn Wyatt	English (some German, Polish, Czech)	Chief executives and boards

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