



**THE EUROPEAN ASSOCIATION OF CONSULTANTS TO AND ABOUT
 NOT-FOR-PROFIT ORGANISATIONS**

The **EUConsult Summer Conference** is one of the highlights of the Association's year, providing members with an active forum for discussing developments in the European non-profit sector. Consultants from **35 member companies** based in **10 European countries** are invited to meet over two days and share their extensive experience in a relaxed and professional atmosphere. **Non-members** are most welcome to attend this special event.

CONFERENCE PROGRAMME HIGHLIGHTS

**Discussion on Consultancy in the EU-10 Countries > Change Management Workshop > Venture Philanthropy
 Cultural and Heritage Group Discussion > EUConsult AGM > Legacy Marketing > Member Presentations >**

The Board of EUConsult and Conference Host, Dr Marilyn Wyatt, are pleased to invite you to attend our first ever conference in one of the EU-10 member countries. We will also be extending a special invitation to consultants from the EU-10 countries, to explore with them the unique challenges faced in the region. In addition to the special panel discussion, the programme will cover a broader spectrum of subjects of particular interest to third sector consultants.

Please take a look at the attached programme for full details...

HOTEL AND CONFERENCE VENUE

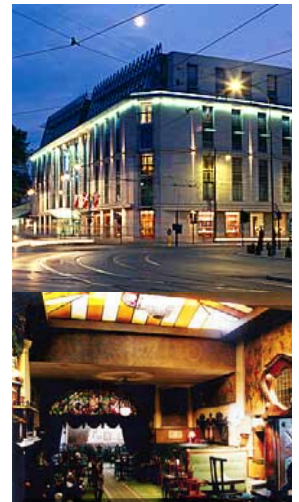
The modern and comfortable **Radisson SAS Hotel** is right in the centre of Krakow and just a short walk from our conference venue, the **International Cultural Centre** which is located in the city's famous market square.

GUIDED TOUR OF KRAKOW / KLEZMA MUSIC CLUB

On the Saturday evening we will really get to know Krakow, starting with a walking tour of the city lead by our local guide. We will dine at **Jama Michalika's**, a popular meeting place for artists past and present, and then go on to a klezma music club in the old Jewish District.

WHY NOT BRING YOUR PARTNER ALONG?

Krakow is a beautiful city boasting Europe's largest market square. There are many museums and galleries to visit, including the King's Castle at Wawel, and the hotel has a gym and sauna. Partners are most welcome!



Photos: (left) Krakow's market square, International Conference Centre, (right) Radisson SAS, Jama Michalika

ORGANISATION/REGISTRATION

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SUMMER CONFERENCE HOST

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RADISSON SAS HOTEL

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www.radissonsas.com

MEMBER RATES

Early-bird rate: €650
(registration by 22 April, payment by 30 April)
Standard rate: €700
(registration after 22 April, payment by 31 May)

PARTNER RATES

(both member/non-member partners)
 Early-bird: €300
 Standard: €350

NON-MEMBER RATES

Early-bird rate: €750
(registration by 22 April, payment by 30 April)
Standard rate: €800
(registration after 22 April, payment by 31 May)
NB: Non-members joining EUConsult by 30 June 2005 - the extra €100 conference fee will be deducted from the membership fee invoice.

DELEGATE & PARTNER RATES

The delegate rate is an **all-inclusive price** (covering accommodation for two nights, food, beverages – except extra drinks in the klezma music club – and all other activities during the conference). The partner rate is for accommodation, breakfast and dinner during the conference, including the Saturday evening tour/klezma music club entrance. You will be billed once we receive your registration.

Registration Form overleaf...



ANNUAL SUMMER CONFERENCE 10–12 JUNE 2005, KRAKOW

Programme

Friday, 10 June

Participants arrive during the afternoon and check in.

Evening at the historic Wierzynek Restaurant (established in 1364)

- 19.30** **WELCOME RECEPTION**
DAVID SAINT, Chairman of EUConsult, welcomes members and guests.
- 19.50** **KEYNOTE ADDRESS – A DECADE OF DEVELOPMENT: THE LESSONS LEARNT...**
RAFAL SERAFIN, Director, Polish Environmental Partnership Foundation, Krakow
As one of the key players in Krakow's NGO community, Rafal Serafin will give us a wide-ranging and provocative view of developments in the third sector over the past decade in both Poland and the EU-10 countries.
- 20.30** *Dinner*

Saturday, 11 June

- 10.00-10.15** **OPENING SPEECH**
MARILYN WYATT, EUConsult board member and conference host, opens the conference.
- 10.15-11.15** **PANEL DISCUSSION – THE FUTURE OF CONSULTANCY IN THE EU-10 COUNTRIES**
Led by EUConsult Members: MARILYN WYATT and KINGA MILÁNKOVICS with special guests:
KAJA MIKOVA, Vice Director, Partners for Democratic Change, Slovakia / ÉVA VARGA, Enterprise Development Associate, Nonprofit Enterprise and Self Sustainability Team (NESsT), Hungary
The panel will discuss the unique challenges faced by NPOs and consultants serving the sector in the EU-10 countries, exploring the cultural and social differences between the region and the EU-15 countries. Panellists will examine the levels of organisational development within nonprofits, in particular in respect of project planning and management, strategic thinking and human resources development. The panel will also take a look at the possible fields in which consultancy services are needed and the willingness to pay for such services, while also touching upon future trends and opportunities for funding and for the sector in general.
- 11.15-11.45** *Break*
- 11.45-13.15** **CHANGE MANAGEMENT WORKSHOP – TAKING CHARGE OF CHANGE IN NGOs**
BERNARD ROSS, Director, The Management Centre (=mc), UK
This interactive session will outline some useful tools to help consultants work with NGOs and INGOs to manage major change processes successfully. It will identify tools to establish the drivers for change, the types of change approaches, roles you can play in change and how best to manage responses to change. The session will be based on =mc's work with a number of organisations in Europe and the USA, including UNICEF, Amnesty International, Greenpeace and PBS.
- 13.15-14.30** *Lunch*
- 14.30-15.30** **VENTURE PHILANTHROPY – NEW FRONTIERS IN FUNDING NONPROFITS**
DR ROB JOHN, Fellow, Skoll Centre for Social Entrepreneurship, Saïd Business School, UK
Venture philanthropy is slowly emerging in Europe as an innovative model of funding the start up, growth and development of nonprofits. This session will present an overview and definitions, and then explore a number of key questions. Who practices VP in Europe, and who are the new players? How does VP complement traditional funding, and which nonprofits does it best suit? What are the opportunities for consultants in this growing field?

Cont'd overleaf...

- 15.30-16.00** **Break**
- 16.00-16.30** **MEMBER PRESENTATIONS**
JOHN PEPIN, John Pepin and Associates, UK
JACOB MAYNE, VERNISSAGE, France
KINGA MILÁNKOVICS, EUCONSULT Foundation, Hungary
 Our regular session for members of EUConsult to give an outline of their services and talk about their work with clients.
- 16.30-17.30** **EUCONSULT ANNUAL GENERAL MEETING**
 (non-members attending the conference are welcome)
 At the AGM members approve the election of any proposed new members of the board, the accounts for the previous year are presented and the development of the Association is discussed.
- 19.30** **CULTURAL TOUR OF KRAKOW**
 We will start the evening with a walking tour of the city. Our tour guide will give us some fascinating insights into Krakow's history, culture and architecture, while we take a look at some of the jewels of the city. The tour will end at our restaurant Jama Michalika, famous for its café society and lavish interiors. After dinner we will move on to the old Jewish Quarter, to experience klezma music played in a unique atmosphere.

Sunday, 12 June

- 10.00-11.00** **OPTION 1**
FUNDRAISING PRACTICE – SIX STEPS TO SUCCESSFUL LEGACY MARKETING
JAAP KALFF, Director, The Fundraising Company, NL
RAMSES MAN, Lead Consultant in Legacy Marketing, Delphi Fondsen- en ledenwerving, NL
 A proven six-step model shows how each fundraiser can start a legacy marketing programme with measurable and steerable results. The session will give examples of new legacy research, legacy marketing programmes and creative execution using case histories from six major Dutch charities. At the conclusion of the session, participants will:
1. Understand that legacy marketing is normal fundraising which every organisation can do.
 2. Learn how to set realistic and achievable targets for specific organisations.
 3. Take away a detailed Six-Step Model.
 4. Be inspired by recent examples from diverse sectors of the fundraising market.
- 10.00-11.00** **OPTION 2**
CULTURAL GROUP DISCUSSION – PLANNING FOR THE FUTURE
Chaired by RICHARD CROSSLAND, Director, ABL Cultural Consulting, UK
 This will be the third meeting of EUConsult's Cultural & Heritage Group, which was founded at last year's Summer Conference in Madrid. The Group focuses on areas of interest in the arts and heritage sector and in Krakow will discuss local and cultural planning issues, illustrated by a selection of case studies. This interactive session is an excellent opportunity for senior consultants serving arts and heritage clients to benefit from the exchange of ideas and experiences with colleagues active throughout Europe.
- 11.00-11.30** **Break**
- 11.30-12.30** **A NEW ERA FOR THE THIRD SECTOR? GROWING POWER AND INFLUENCE, ARE WE UP FOR IT?**
STEPHEN BUBB, Chief Executive, Association of Chief Executives of Voluntary Organisations, UK
 Stephen will talk about the expanding role of the third sector as champion and deliverer, and how powerful we have become with governments. But he will also question whether we have the capacity and infrastructure to deliver on expectations. The opportunities are large, if we have the vision to grasp them.
- 12.30** **Conference close**



**ANNUAL SUMMER CONFERENCE
10–12 JUNE 2005, KRAKOW**

Registration Form

Please fax or e-mail to:

Denise Dawes

Fax: +49 30 4053 6846

denisedawes_euconsult@compuserve.com

Early-bird registration: fax/e-mail by 22 April
(you will be invoiced on receipt of registration –payment to be received by 30 April)

Member rate (€50) Non-Member rate (€75) Partner rate (€300)

Standard registration: fax/e-mail after 22 April
(you will be invoiced on receipt of registration - payment to be received by 31 May)

Member rate (€70) Non-Member rate (€300) Partner rate (€350)

- Yes, I want to register
- Yes, I want to register myself and my partner
- Yes, I want to register ____ colleagues
- Please provide me/my partner/my colleague with vegetarian meals

Sunday, 12 June, 10.00-11.00 – please indicate which of the parallel sessions you wish to attend:

Option 1: Legacy Marketing Session

Option 2: Arts & Heritage Group Discussion

Visit to Auschwitz: If there is enough interest among participants, we would be able to organise a visit to Auschwitz (with guide) on the Sunday afternoon. The cost would be approx. €25 each for a group of 10. **Yes, please reserve a place (subject to min. numbers of 10):** for me for my partner

Name: _____

Name of partner (not attending conference): _____

Name of colleague/s: (attending conference): _____

Company: _____

Address: _____

Tel: _____

Fax: _____

E-mail: _____

Date: _____

Signature: _____

You will be billed and sent joining instructions once we receive your registration - please register early!