

**EU**

Consult

# ANNUAL SUMMER CONFERENCE

## 16–18 JUNE 2006

### BUDAPEST



## 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 **40 member companies** based in **11 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

> Franz Liszt Academy – Challenges of Modernisation > Consultancy Clinics – Ask an Expert >  
> The Creativity Lab > Market for Consultancy in the EU-10 Countries > Strategic Consultancy for NPOs >  
> Sponsorship v Philanthropy > EUConsult AGM > Database Driven Fundraising > Member Presentations >

The Board of EUConsult and Conference Host, Kinga Milánkovics, are pleased to invite you to attend our second conference in one of the EU-10 countries. We will continue our discussion on the unique challenges faced in the region. Our top international speakers have been selected to contribute to a programme of special interest to a wide range of consultants working with not-for-profit organisations.

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

### HOTEL AND CONFERENCE VENUE

The modern and comfortable **Hotel Benczúr** is our hotel and conference venue (photo, left). On the Friday evening we will enjoy the welcome reception on the terrace of the famous **Gundel Restaurant** (photo, right) before going into the elegant Andrassy Room for dinner.



### WHY NOT BRING YOUR PARTNER ALONG?

Budapest is a beautiful city and of course it is well known as the city of spas, boasting some superb wellness facilities. Partners are very welcome and are sure to enjoy the friendly atmosphere!



### RIVERBOAT CRUISE / WINE TASTING / DINNER

On the Saturday evening, participants will be able to relax and make the most of networking opportunities, while taking in the sights of Budapest from the Danube. We will also be able to get to know the extensive range of Hungarian wines with a wine tasting given by a local producer before dinner.

### ORGANISATION/REGISTRATION

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### SUMMER CONFERENCE HOST

**Kinga Milánkovics**  
**EUCONSULT Foundation**  
Röges u. 64  
H-2100 Gödöllő, Hungary  
Tel: +36 30 9246 035  
Fax: +36 28 432 065  
[mkinga@euconsult.hu](mailto:mkinga@euconsult.hu)

### HOTEL BENCZÚR

Benczúr utca 35  
H-1068 Budapest, Hungary  
Tel: +36 1 479 5650  
Fax: +36 1 342 1588  
[www.hotelbenczur.hu](http://www.hotelbenczur.hu)

### MEMBER RATES

**Early-bird rate: €625**  
(registration by 28 April, payment by 8 May)  
**Standard rate: €675**  
(registration after 28 April, payment by 2 June)

### PARTNER RATES

(both member/non-member partners)  
Early-bird: €200  
Standard: €250

### NON-MEMBER RATES

**Early-bird rate: €725**  
(registration by 28 April, payment by 8 May)  
**Standard rate: €775**  
(registration after 28 April, payment by 2 June)

**NB: Non-members joining EUConsult by 30 June 2006 - 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 and all other activities during the conference). The partner rate is for accommodation, breakfast and dinner during the conference, including the Friday reception and Saturday evening riverboat cruise and wine tasting. You will be billed once we receive your registration.

**Registration Form overleaf...**



### FRIDAY, 16 JUNE

Participants arrive during the afternoon and check in at the hotel.

19.30	<p><b>WELCOME RECEPTION</b> <b><i>David Saint, Chairman, EUConsult</i></b> EUConsult's Chairman, David Saint, welcomes participants and guests, as the evening starts on the first floor terrace of Gundel Restaurant.</p>
20.00	<p><b>KEYNOTE ADDRESS – THE 130 YEARS OLD NEW LISZT ACADEMY OF MUSIC</b> <b><i>Dr. András Batta, President, Liszt Ferenc Academy of Music, Hungary</i></b> Prof. Batta will share with us the strategic thinking behind the modernisation of the renowned Liszt Ferenc Academy. Participants will hear the fascinating account of the processes undertaken to modernise the Academy's business practices, including the many successes that have been achieved and the challenges still being faced.</p>
20.30	<p><b>DINNER</b> Dinner will be served in the elegant Andrassy Room.</p>

### SATURDAY, 17 JUNE

10.00-10.10	<p><b>OPENING ADDRESS</b> <b><i>Kinga Milánkovics, Director, EUCONSULT Foundation, Hungary</i></b> Conference host, Kinga Milánkovics, opens the conference.</p>
10.10-11.10	<p><b>CONSULTANCY SERVICES FOR EU-10 NPOs – IS THERE A MARKET YET?</b> <b><i>EUConsult Members: Marilyn Wyatt and Kinga Milánkovics with special guests: Nilda Bullain, Director, European Center for Not-for-Profit Law, Hungary; Balázs Sátor, Director, Civil Society Development Foundation, Hungary; Petr Jan Pajas, Programme Manager, Policy Association for an Open Society, Czech Republic</i></b> Since the economic and political transitions of the early 1990s, the non-profit sector in EU-10 countries has had to build itself from scratch. Non-profit consulting is now going through a similar phase of development, inventing and developing a market for products and services where none previously existed. Although the number of consultants serving both for- and non-profit organisations is growing rapidly, is the growth of a market for their services keeping pace? This session will look at such issues as: areas of expertise consultants are entering, economic factors affecting consulting, best practices and likely future trends. The panel, including EU-10 consultants and representatives of prominent EU-10 non-profits, will lead the discussion with EUConsult members and other participants.</p>
11.10-11.40	<i>Break</i>
11.40-13.00	<p><b>THE CREATIVITY LAB – IMAGINATIVE AND INNOVATIVE TECHNIQUES WHICH WILL REVITALISE YOUR FUNDRAISING</b> <b><i>Derek Humphries, Director and Creative Strategist, THINK Consulting Solutions, UK</i></b> Derek will look at how causes can take a strategic approach to creativity and avoid the curse of collective amnesia. As well as seeing some great examples of fundraising creativity, we will examine how causes can generate creative ideas that are right for them while ensuring they continually learn from the results.</p>
13.00-14.15	<i>Lunch</i>
14.15-15.15	<p><b>CONSULTANCY CLINICS – ASK THE EXPERTS</b> <b><i>Led by: Daryl Upsall, Director, Daryl Upsall Consulting International, Spain</i></b> A unique chance for participants to approach a number of colleagues for 15 minutes of professional advice on a one to one or group basis. This is a highly interactive session aimed at allowing participants to draw upon the wealth of knowledge and experience that exists within the EUConsult network.</p>

## EUConsult Annual Summer Conference 2006

15.15-15.45	<i>Break</i>
15.45-16.15	<p><b>MEMBER PRESENTATIONS</b></p> <p><b><u>Maud Randel</u>, Randel AB, Sweden</b>  <b><u>Augustin Süßmair</u>, Strategy and Business Planning Consultant, Germany</b>  <b><u>Magnus von Wistinghausen</u>, AEA Consulting, UK</b></p> <p>Three EUConsult members outline their activities, giving an overview of the projects they are working on and the NPO clients they are serving. An ideal chance for participants to find out what opportunities there might be for mutual cooperation.</p>
16.15-17.15	<p><b>EUCONSULT ANNUAL GENERAL MEETING</b></p> <p><i>(Non-members attending the conference are welcome)</i></p> <p>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.</p>
19.15	<p><b>WINE TASTING / RIVERBOAT CRUISE / DINNER</b></p> <p>We will share a special evening, taking in the sights of Budapest from the Danube, getting to know a range of excellent Hungarian wines and relaxing over dinner.</p>

## SUNDAY, 18 JUNE

10.00-11.00	<p><b>Parallel Session 1</b></p> <p><b>THE TEN THINGS YOU SHOULD KNOW ABOUT FUNDRAISING DATABASES</b></p> <p><b><u>Henk de Graaf</u>, Director, Alpha Fundraising Consultancy, Netherlands</b>  <b><u>Ramses Man</u>, Director, Delphi Fundraising, Netherlands</b></p> <p>Most fundraising consultants have a love/hate relationship with their clients' donor databases. If everything goes right, the database is the engine of successful fundraising programmes, but if things go wrong it can cause a lot of frustration. Henk de Graaf and Ramses Man will show you the ten things that all fundraising consultants should know about databases and how this can help you in raising funds for your clients.</p>
10.00-11.00	<p><b>Parallel Session 2</b></p> <p><b>SPONSORSHIP VERSUS PHILANTHROPY - CULTURAL AND HERITAGE GROUP</b></p> <p><b><u>Chaired by: Richard Crossland</u>, Director, ABL Cultural Consulting, UK</b></p> <p>Traditionally, unlike philanthropy, sponsorship is seen as a transactional relationship. The term "sponsorship" is used in many countries to cover both transactional and philanthropic deals, especially where there is an under-developed third sector. For example, a pan-European group of academics researching festivals has no separate study area or statistical category for philanthropy, but lumps it with sponsorship. On the other hand data on the commercial value of sponsorship to the sponsor may suggest it is quite dubious, and much philanthropy is increasingly contractual and focussed. The path from generosity, via vanity, to self-interest is quite short. This session will allow colleagues to share their practice and thinking on these two types of support for culture: to ask whether they are best considered together and blurred, or separated and differently argued and pursued. Is consulting on these two approaches a different discipline, and what can each learn from the other?</p>
11.00-11.30	<i>Break</i>
11.30-12.30	<p><b>STRATEGY THROUGH THE BACK DOOR</b></p> <p><b><u>Cynthia Hansen</u>, Director of Strategic Consultancy, Action Planning, UK</b></p> <p>What do you need? Money! How are you going to use it? We don't know. As consultants we hear this over and over. Organisations who think they need fundraising often need serious strategy work as well. The two are inextricably linked. Yet, in this fast-paced, funding-driven sector, strategy is often pushed to the back burner. This session will examine the complementary nature of consultancy for strategic planning and fundraising, and how you can use one need to get in the client's door, then cultivate a long-term relationship to address both issues in an integrated manner. Practical tools will be provided to make strategy accessible, simple and even fun.</p>
12.30	<i>Conference Close</i>



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

**Please fax or e-mail to: Denise Dawes**  
Fax: +49 30 4053 6846  
d.dawes@euconsult.org

- Early-bird registration: fax/e-mail by 5 May**  
(you will be invoiced on receipt of registration –payment to be received by 12 May)
- Member rate (€625)       Non-Member rate (€725)       Partner rate (€200)

- Standard registration: fax/e-mail after 5 May**  
(you will be invoiced on receipt of registration - payment to be received by 2 June)
- Member rate (€675)       Non-Member rate (€775)       Partner rate (€250)

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

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Session 1:</b> Fundraising Databases | <input type="checkbox"/> <b>Session 2:</b> Arts & Heritage Group Discussion |
|--|---|

Name: \_\_\_\_\_

Name of Partner (not attending conference): \_\_\_\_\_

Accompanying Colleague/s (attending conference): \_\_\_\_\_

Name: \_\_\_\_\_ e-mail: \_\_\_\_\_

Name: \_\_\_\_\_ e-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Address (not required for EUConsult members): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

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