



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

**WINTER CONFERENCE  
LONDON**  
26-27 JANUARY 2006

*Photo: English National Opera Conference Facilities*



**Reception and Dinner at The Agency Private Club, Thursday 26 January**

19.30	We will enjoy a relaxed evening with plenty of opportunity to catch up with colleagues - starting with a welcome reception and gallery viewing, and followed by excellent food in the special dining club atmosphere of The Agency, located in the heart of London.
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**Conference at the English National Opera, Friday 27 January**

09.45-10.00	<i>Registration and Coffee</i>
10.00-11.00	<b>ITALIAN CULTURAL INSTITUTIONS IN TRANSITION</b> <b><u>Gabriele Dotto</u>, Administrative Director, Istituto Nazionale di Studi Verdiani, Italy</b> <b><u>William Conner</u>, Managing Director, Brakeley, UK</b> <p>Privatisation of cultural institutions in Italy, a decline in state funding for the arts, and a lack of significant tax incentives for support from the private sector, have created severe challenges for institutions dedicated to research in the humanities. After a general overview, we examine a case study of how the Istituto Nazionale di Studi Verdiani is refocusing its image and mission to help attract private support in Italy and from abroad.</p>
11.00-11.30	<i>Coffee Break</i>
11.30-12.30	<b>Parallel Session 1</b> <b>RE-THINKING BRANDING – HOW TO DELIVER VALUE TO STAKEHOLDERS</b> <b><u>Nicholas Ind</u>, Writer and International Consultant, Equilibrium Consulting, Norway</b> <p>Often marketing and communications departments believe they define brands for stakeholders, yet a brand image is delivered by a variety of interactions. This indicates that the whole organisation should be aligned with the brand and employees empowered to deliver it. Rather than second guessing what stakeholders would like, external audiences should be involved in brand creation. Using commercial and not for profit examples, this session will focus on the way organisations can re-think how to deliver value to stakeholders.</p>
11.30-12.30	<b>Parallel Session 2</b> <b>EUCONSULT CULTURAL AND HERITAGE GROUP DISCUSSION</b> <b><u>Chaired by: Richard Crossland</u>, Director, ABL Cultural Consulting, UK</b> <b><u>Guest: Kirsty MacDonald</u>, Development Director, English National Opera, UK</b> <p>As major gifts become a more important part of the cultural funding mix in the UK and across Europe, and as traditional sponsorship declines, Kirsty MacDonald, Development Director at ENO, looks at the growing and changing importance of volunteer boards and leadership in unlocking this huge potential. She examines the role of consultants and fundraising practitioners in enabling this change.</p>
12.30-13.30	<i>Lunch</i>

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13.30-14.30	<p><b>SUCCESSFUL FISHING IN THE TALENT POOL</b></p> <p><b><u>Calvert Markham</u>, Managing Director, Consultancy Skills Training and Visiting Professor, Cass Business School, UK</b></p> <p>Consultancy practices compete not only for clients but also for talent. The principles of marketing can therefore be applied to both. So as a consultancy practice, you need to be clear what the propositions are that attract and retain good people. And what are the turn-offs? This session will look at recent research done on this and also provide the opportunity to share experiences in the third sector.</p>
14.30-15.00	<p><b>MEMBER SATISFACTION ANALYSIS AND DISCUSSION</b></p> <p><b><u>David Saint</u>, Chairman of EUConsult / Action Planning, UK</b></p> <p>David Saint will present the results of the 2005 Member Satisfaction Survey and lead a discussion on the ideas and feedback received for the further development of EUConsult.</p>
15.00-15.30	<p><i>Tea Break</i></p>
15.30-16.30	<p><b>FUNDRAISING IN A GLOBAL CONTEXT: ISSUES, OPPORTUNITIES AND STORIES FROM THE FRONT LINE</b></p> <p><b><u>Ian Edwards</u>, Former Executive Director of Development, INSEAD, France</b></p> <p>Drawing on the experience of two capital campaigns at INSEAD, the world's leading international business school, Ian Edwards will examine the impact of globalisation on the institution and how the school's fundraising operations have evolved during the last decade. Following the launch of the current initiative, <i>The INSEAD Campaign, a business school for the world</i>, the development group raised a record €22 million during 2004/05.</p>
16.30-17.00	<p><b>MEMBER PRESENTATIONS</b></p> <p><b><u>Linda Laurance</u>, Linda Laurance &amp; Associates, UK, <u>David Coe</u>, Cascaid Consulting, UK, <u>Elizabeth Mills</u>, Éminence Grise, UK</b></p> <p>Our regular session to give members the opportunity to outline their business activities and provide details on recent projects.</p>
17.00	<p><i>Close</i></p>

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