

# The European Association of Consultants to and about Not-For-Profit Organisations



## Winter Conference, London 24 - 25 January 2008

EUConsult conferences provide top-level consultants from across Europe with an active forum for exchange and learning. Non-members are most welcome to participate and find out about the benefits of EUConsult membership first hand.

The programme for the 2008 Winter Conference continues the theme of **Building Our Businesses** with sessions on different business aspects and approaches, and also takes a look at some fascinating social enterprise case studies. And of course there will be plenty of opportunity to network with colleagues and discuss the latest developments in the international non-profit sector.

The Conference will be held in Hoxton, one of the most exciting areas of London. Hoxton is home to a number of social enterprises and charities as well as being packed with art galleries, good restaurants and lively bars!



## Reception and Dinner, The Hoxton Apprentice, 19.30 Thursday 24 January 2008

Housed in a converted Victorian primary school building, the Hoxton Apprentice has been recommended by the Michelin Guide 2007 and is included in top restaurant listings such as the Independent newspaper and the magazines Tatler and Time Out. But the Hoxton Apprentice is more than just a great restaurant, it is the centrepiece of an innovative new business and community development, providing skills and training for the homeless and long-term unemployed. All the profits from the restaurant are reinvested in the enterprising charity Training for Life. The 2007 group of apprentices are now working in such places as the Savoy, the Carlton Club and Raymond Blanc's Emirates Stadium.

*Programme continued overleaf...*



# Conference at Amnesty International UK, Friday 25 January

**09.45-10.00 Registration and Coffee**

**10.00-10.05 WELCOME ADDRESS, Daryl Upsall, Chairman, EUConsult**

## **10.05-11.05 INCREASING YOUR SALES THROUGH RELATIONSHIP BUILDING**

**Chris Allen, Director and Trainer, Clientfocus, UK**

Today it's popular for management gurus to extol us to grow our business (i.e. sell more) through 'relationships'. It is such an obvious statement you wonder why they mention it at all. After all, we spend our lives building, maintaining and occasionally breaking relationships, so what's the big deal? It's a 'big deal' because we struggle to reconcile our negative feelings towards selling with our positive feelings towards relationships. This session illustrates the differences between building relationships and selling, so enabling the participants to identify how and when to relate and how and when to sell.

**11.05-11.30 Break**

## **11.30-12.45 BRANDING – AN UNDER-UTILISED RESOURCE?**

**Dawn Wood, Senior Consultant, Action Planning, UK**

**Diana Ruano, Senior Consultant, Daryl Upsall Consulting International, Spain**

Branding seems to be a nebula of intangible information. It's not just a well-designed logo or even a well carried out advertising campaign. So what is it? This session will cover the basic principles of branding, illustrated by some interesting case studies. Then, in an interactive manner, we will explore the EUConsult brand, using a step by step methodology for brand analysis. After this exercise, participants will be able to take away lots of fresh ideas for improving the branding of their own businesses.

**12.45-13.45 Lunch**

## **13.45-14.45 SOCIAL ENTERPRISE: A GREEN REVOLUTION – A PAN-EUROPEAN MODEL?**

**Michael Pyner, Chief Executive, Shoreditch Trust, UK**

Shoreditch Trust is an award winning charitable regeneration agency. The Trust has developed a sustainability theme as an integral part of its programme, delivering long-term social and environmental benefits through social enterprise projects that remain community assets owned by Shoreditch Trust. The Trust opened Acorn House eco restaurant in Kings Cross in 2006. Two other restaurants are about to open with 8 more in the pipeline. Michael Pyner will share his knowledge on social enterprise and how restaurants can be greener and interact with the community around them, not just in the UK, but across Europe.

## **14.45-15.00 EUCONSULT MEMBER SURVEY ANALYSIS AND PRIZE DRAW**

**Daryl Upsall, Chairman, EUConsult**

Daryl Upsall will present the results of the EUConsult Member Survey 2007 and discuss the main points with participants.

**15.00-15.30 Break**

## **15.30-16.40 THE RIGHT BUSINESS MODEL - DIFFERENT APPROACHES TO BUSINESS BUILDING IN THE CULTURAL SECTOR**

**Stephen Clarke, Director, DTZ, UK**

**Richard Crossland, Director, ABL Cultural Consulting, UK**

**Cynthia Hansen, Director of Management Consultancy, Action Planning, UK**

Third sector and cultural consultancy can be effectively delivered by a variety of business models. Is one better than others? Do some suit 'niche' consultancy and other market-driven approaches? How do they compare in terms of effectiveness, profitability, personal satisfaction, skills development? What are the pros and cons of each? We discuss these questions with a sole trader, the manager of a small specialist company, and a specialist director of a large multi-disciplinary company.

## **16.40-17.00 EUCONSULT MEMBER PRESENTATIONS**

**Fiona Alldridge, Alldridge Consulting, France**

**Martin Beck, Beck Management Center, Germany**

Our regular session giving members the opportunity to outline their business activities and provide details on recent projects. This is a good way of gaining insights into different approaches to consultancy around Europe and considering possible synergies.

**17.00 Close**