

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



CELEBRATING 20 YEARS
OF EXCELLENCE 1991-2011



WINTER CONFERENCE, AMSTERDAM, 27-28 JANUARY 2011

PROMOTING QUALITY CONSULTING IN CHALLENGING TIMES

I am delighted to invite you and your colleagues to join us in Amsterdam for EUConsult's annual Winter Conference. EUConsult is celebrating its 20th anniversary in 2011 providing an ideal opportunity for us, as the leading consultants in Europe, to reflect on our achievements in the past and how we can maintain success in the future. In Amsterdam we will come together to discuss how promoting quality consulting can help us through these challenging times.



The conference is being hosted by the Protestant Church of Amsterdam in their Van Limmikhof building, which also houses a fascinating exhibition of artwork. Delegates will have an opportunity to visit the exhibition during the lunch break on the Friday. As ever, non-members are very welcome to take part and find out more about EUConsult and the benefits of membership.

Mary O'Kennedy, Chair, EUConsult

Programme for Thursday, 27 January

18.00 – 19.15 WELCOME RECEPTION AND GUIDED TOUR OF THE CORVERSHOF

The Director of the Protestant Church in Amsterdam, Paul van Oosten, will take us on a tour through the Church's head office, the monumental 18th century Corvershof. The charity commissioners of the Reformed Congregation built this stately residence on Nieuwe Herengracht in 1723 to offer accommodation to poor, elderly married couples. It was financed with the 80.000 euro legacy of Jan Corver and Sara Maria Trip.



19.15 – 19.35 KEYNOTE ADDRESS

THE EUROPEAN RESEARCH NETWORK ON PHILANTHROPY

Professor Theo Schuyt, Professor of Philanthropy, Vrije Universiteit Amsterdam, Netherlands
Professor Theo Schuyt is founder and project leader of the department of Philanthropic Studies at the Vrije Universiteit Amsterdam. Professor Schuyt and his team study the content and determinants of philanthropic efforts at individual, organisational and policy-making level. He is also Chairman of Giving Europe, a research project on the donation patterns of European households.



19.45 – 23.00 RIJSTTAFEL CRUISE ON A TRADITIONAL SMIDTJE CANAL BOAT

Together we will have the opportunity to enjoy Amsterdam's beautiful architecture by night on board a traditional smidtje canal boat. The culinary highlight will be a sumptuous selection of dishes on offer as part of the Rijsttafel – an elaborate meal adapted by the Dutch from the Indonesian feast called nasi padang. It consists of a wide range of side dishes served in small portions, accompanied by rice prepared in several different ways.



09.45-10.00 *Registration and Coffee*

10.00-10.20 THE BEST OF THE BEST – CELEBRATING 20 YEARS OF EUCONSULT

John Kelly, President, John Kelly Consulting, United Kingdom

From 5 members initially to just under 40 now, EUConsult's growth reflects the increasing strength and vitality of the not-for-profit sector. John Kelly was on the EUConsult Board for the first 9 years and was Chair for two of them. In this session he reflects on the changed environment in which we work – one in which the state continues to retreat and do less; it is also one in which the clients become ever more sophisticated in the way they work and in the way they fund their work.

10.20-11.00 SPEED NETWORKING SESSION 1 – MENTORING FOR QUALITY AND GROWTH

Joe McKenna, Director, Venture Advancement, Ireland

Jacob Rolin, Director, Finnbojern Consult, Denmark

This is a combined speed networking and mentoring session which will encourage members to engage with each other in a focused conversation leading to practical feedback on the day and further networking and business development in the future. The speed networking units will have a mentor to listen to another member's challenges - either of a technical nature or in the business management and development area. All attendees will have the same number of sessions where they participate as mentors and mentees over the course of the 85 minutes. At the end of the session Jacob and Joe will draw out challenges that are common to a number of members with the hope of creating priority areas for further action and follow up by EUConsult.

10.20 10 minute introduction

10.30 5 x 6 minute sessions

11.00-11.30 *Break*

11.30-12.15 SPEED NETWORKING SESSION 2 – MENTORING FOR QUALITY AND GROWTH

11.30 5 x 6 minute sessions

12.00 Drawing out the common themes and challenges and agreeing follow up

12.15-13.30 *Lunch and a visit to the Outsider Art Exhibition*

13.30-15.00 A DREAM PROJECT – HERMITAGE ON THE AMSTEL RIVER

Paulanha van den Berg-Diamant, Manager External Relations, Hermitage Amsterdam, NL

Hermitage Amsterdam is a dependency of the Hermitage Museum of Saint Petersburg on the Amstel river in Amsterdam. The museum building was originally opened in 1682 as a retirement home for elderly women. After more than 320 years, the building was no longer sufficient and the decision was made to find a new use for the building. The city of Amsterdam chose the exciting plan of renovating the classic building into a modern museum. The Hermitage Amsterdam was opened on 19 June 2009 by Queen Beatrix of the Netherlands and Russian President Medvedev. Foundations, corporations and especially the BankGiroLottery were instrumental in the process of making this dream project come true, making the Hermitage Museum the best example of cultural entrepreneurship that the Netherlands has to offer.

15.00-15.30 *Break*

15.30-16.30 HOW WE PRESENT OUR OWN BUSINESSES & HOW WE CAN DO IT BETTER!

Daryl Upsall, Director, Daryl Upsall Consulting International, Spain

John Pepin, Director, Aperio Group (Europe) Limited, United Kingdom

How do we make our business stand out from the crowd and give us the edge across sectors and countries? Daryl Upsall will draw upon the experience of building his own company into a global brand and his group of agencies in Spain, Italy, Portugal, Mexico, Argentina and Brazil into key suppliers for the top NGO and UN organisations. John Pepin will share the lessons learned after selling part of his company and recently re-branding, which involved creating a new image, brand, web site, etc. Daryl and John will offer insights into what probably worked, what failed and the lessons to be learned. This will be followed by an interactive discussion with participants.

16.30-16.45 CLOSING DISCUSSION

Mary O'Kennedy, Chair, EUConsult

16.45 *Close*