

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



WINTER WORKSHOP, LONDON, 23-24 JANUARY 2014

HELPING CIVIL SOCIETY CONSULTANTS TO GET IT RIGHT

BEING CONFIDENT IN AN INCREASINGLY COMPETITIVE MARKET

Programme for Thursday, 23 January

14.30-17.00 SOCIAL MEDIA WORKSHOP

Sylvia Presley, Head of Strategy and Client Services, NFPVoice, UK

- Introduction to social media basics
- Beyond basic usage – making the most of tools, relationships and content
- Social media demystified (strategy, ROI/measurement, privacy, branding, etc)
- Benefits of social media adoption for nonprofits and commercial clients
- What consultants need to know about the social web to advise clients effectively
- Developing your personal career as a consultant with the help of the social web

All of the session topics will focus on specific case studies and practical usage of social media tailored for industry. The session will contain 50% theory and 50% practical training, and will include a pre-workshop competence survey.

17.00-18.00 INFORMAL TWO BRIDGES TOUR WITH CHRISTOPHER GOODHART

18.15-18.45 DRINKS RECEPTION AND KEYNOTE SPEECH

Matthew Patten, Chief Executive, Mayor's Fund for London, UK

Matthew Patten is not only Chief Executive of the Mayor's Fund for London, whose charitable mission is to improve the prospects of disadvantaged children and their families in London, but has over 20 years' senior management and marketing experience worldwide in the private, public and third sectors. Previous positions include Chief Executive of The Lord's Taverners (a leading UK youth sports and disability charity), Chief Executive, M&C Saatchi Sponsorship; Deputy Chairman, SP Holdings PLC; and Director of Communications for Clubs for Young People, working with over 400,000 disadvantaged young people. Matthew will share his experience of both the private and third sectors, and how to combine the best of both worlds.

19.00 DINNER AT CÔTE BRASSERIE LONDON BRIDGE

Programme for Friday, 24 January

09.30-09.45 INTRODUCTION AND WELCOME

Martin Beck, Chair, EUConsult, Germany

Antonia Mochan, Head of Communication, Partnerships, Networks, European Commission, UK



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09.45-10.00 INTRODUCTIONS – JUST A HALF A MINUTE!

Facilitator: **Linda Laurance**, Governance Consultant/Mediator, Linda Laurance & Associates, UK
Participants have 30 seconds to introduce themselves.

10.00-10.45 HOW THE PRIVATE SECTOR BECAME ENGAGED IN THE LONG TERM WITH OUR ORGANISATION

Facilitator: **Linda Laurance**, Governance Consultant/Mediator, Linda Laurance & Associates, UK
Tom Levitt, Writer and Consultant, Sector 4 Focus, UK – Case study on Beursvloer
John Pepin, Director, Aperio Group (Europe), UK – Case study on Futureversity
Humayra Tasnim, Programme Assistant, Futureversity, UK – Case study on Futureversity
Anne Siddell, Group Company Secretary, UBM, UK – Case study on Business4Better

Four speakers from both the private and third sectors will talk about their experiences of bringing the two sectors together. As the lines between the sectors become more blurred, this fascinating session will give delegates insights into what is happening and generate ideas and possibilities to take back and implement in their own practices.

10.45-11.15 *Networking Break*

11.15-12.45 HOW SPECIALIST KNOWLEDGE OF THE THIRD SECTOR BENEFITS CLIENTS - DIFFERENCES AND COMMON GROUND BETWEEN THE TWO SECTORS

Facilitator: **Daryl Upsall**, Chief Executive, Daryl Upsall Consulting International, Spain
Carol Monoyios, Director of Development, WWF International, Switzerland
Thomas Schultz-Jagow, Senior Director Campaigns/Communications, Amnesty International, UK
Ian Oakley-Smith, Director, Charity Advisory Team, PricewaterhouseCoopers, UK

Strictly under Chatham House rules, this hard hitting session will lift the lid on some of the experiences (both good and bad) to be found when using consultants from the commercial sector versus those specialising in the third sector. Does third sector experience win over more commercial methodologies, is it the other way round or is the truth that the combination of both produces a winning solution. EUConsult members will learn what their clients really think!

12.45-13.45 *Lunch at Europe House*

13.45-14.15 EUCONSULT ANNUAL GENERAL MEETING

14.15-15.15 EUCONSULT – A VIBRANT NETWORK FOR SUCCESS AN INTERACTIVE WORKSHOP ON MEMBERSHIP DEVELOPMENT

Facilitator: **Lucy Blythe**, Director, Philia International, UK

The value of EUConsult to its members arises from the quality, diversity and engagement of superb professionals in the field. We are all part of that conversation. In this session we will look closely at how we can strengthen the network by thoughtfully growing the membership: new areas of expertise, thought-leaders we should encourage to join, etc.

15.15-15.30 *Networking Break*

15.30-16.55 HOW CAN EUCONSULT MEMBERS MARKET THEMSELVES MORE EFFECTIVELY TO NOT-FOR-PROFIT CLIENTS?

Facilitator: **Christopher Goodhart**, Strategic Accounts Director, Blackbaud Europe, UK
Martin Beck, CEO, Beck Management Center, Germany
Charlotte Beck, Recruitment Consultant, Beck Management Center, Germany
Julia Schoppe, EU Project Consultant, YTES, France
Johan Wennström, Managing Director, Mira Brakeley, Sweden

Good consultants are not always brilliant at marketing themselves – in these more competitive times attracting new clients is becoming increasingly critical. This engaging session will bring together some case studies from across Europe, and then widen into a discussion about how best to put these and other ideas into practice to help EUConsult members grow and develop their business.

16.55-17.00 SUMMARY AND CLOSING REMARKS

Martin Beck, Chair, EUConsult, Germany