

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



SUMMER CONGRESS, VIENNA, 13-15 JUNE 2014

HELPING CIVIL SOCIETY CONSULTANTS TO GET IT RIGHT

STRENGTHENING THE THIRD SECTOR ACROSS BORDERS



In 2014 EUConsult members and guests will gather in Vienna for the Association's Annual Summer Congress. The event brings together civil society consultants from across Europe and beyond, providing a professional forum for discussing relevant issues, so that participants can take away new knowledge and useful contacts to help them in their business activities.

The theme for our discussions in Vienna will be Strengthening the Third Sector Across Borders. Even if many of us do not work across borders with our consultancy businesses, we can all profit from hearing from leading practitioners from the international non-profit world and participating in dialogue with fellow consultants.

I look forward to welcoming you in Vienna.

Prof Martin Beck, Chair, EUConsult

Congress Timings

Friday: Congress 15.00 - 17.30, with the welcome reception, keynote speech and dinner in the evening.

Saturday: Congress all day plus evening activities (guided tour, drinks reception, dinner).

Sunday: After breakfast delegates can either depart early or stay on in Vienna for informal networking and sightseeing or meetings between members and guests.

Congress Venue: Technical University of Vienna (TU Wien)

We will be hosted by the TU Wien, which is just a 15 minute walk away from the congress hotel. The breaks and lunch will be taken on the terrace of Nelson's restaurant, which is on the university grounds.



Congress Hotel: Austria Trend Europa Hotel Wien

Our congress hotel has all the comforts you would expect from a four-star hotel and is situated in the very heart of Vienna on the famous pedestrian shopping street Kärntner Strasse.



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FRIDAY, 13 JUNE

15.00-15.20 REGISTRATION AND COFFEE

15.20-15.45 WELCOME AND PARTICIPANT INTRODUCTIONS

Prof Martin Beck, Chair, EUConsult

15.45-16.45 AUSTRIA – AN OVERVIEW OF THE THIRD SECTOR

Alex Buchinger, Director, Fundraising Marketing Competence Group, Austria

What's special, what's normal, what's hot and what's old fashioned in the Austrian NPO sector? Alex Buchinger will provide an overview of the challenges and specialities of the Austrian third sector and what this means for the development of the sector from an NPO-consultancy point of view.

16.45-17.30 CONSULTANT SURGERIES – FOUR EXPERTS ADDRESS AREAS OF CONCERN

Facilitator: *Henk Smit*, Managing Director/Founder, Reactie & Respons, Netherlands

1. Winning Executive Personnel (Martin Beck, Germany)

Organisations in the NPO sector are special in culture, stakeholders, employees and payment structures. Managers can only be successful if they understand people and culture and find their individual way. How can such executives be attracted, found and integrated in their organisations?

2. Managing Disagreements (Linda Laurance, UK)

Disagreements can lead to constructive outcomes, but sometimes they develop into serious disputes. There are a number of things one can do to prevent misunderstandings from arising, and methods for managing a conflict, which can be used in a wide range of situations, and which will encourage harmony.

3. Crowd Funding (John Baguley, UK)

Crowd Funding is a brilliant and simple form of online fundraising and unlike most other forms of social media or internet fundraising it involves a direct ask, with a deadline, for a set amount. Best of all, it is a proven technology with millions of euros already raised for a wide variety of causes.

4. Legacy Fundraising (Arjen van Ketel, Netherlands)

Intended gifts in wills lead to substantial future income for non-profits. Pre-war generations have more wealth than ever before and baby boomers are entering the arena. Every consultant should feel comfortable to talk about legacy marketing. It is about inspiring and involving older generations and not about legal stuff.

Time for networking and getting to know Vienna

19.30 WELCOME RECEPTION AND DINNER AT THE KURSALON RESTAURANT JOHANN

19.45 KEYNOTE SPEECH

Katharina Meichenitsch, Secretary for Social Policy, Diakonie Österreich, Austria

SATURDAY, 14 JUNE

09.45-10.00 *Coffee/tea on arrival*

10.00-11.00 CHALLENGES FOR INGOs – CHOICES TO MAKE, ASSETS TO BUILD ON

Monica Culen, Co-Founder and CEO, Red Noses Clowndoctors International, Austria

Angelika Krabacher, Director Fund Development CEE/CIS, SOS Children's Villages Int, Austria

Angelika Krabacher will focus on the challenges for INGOs in the CEE countries:

- Social media: role in fundraising, approach, what about privacy and ethical guidelines?
- Investing to grow: necessity to have an investment-pool (financial and human resources)
- Human resources competences: where and how to find real experts?
- Public funding: chances and risks

11.00-11.30 Break

11.30-12.30 MONITORING, EVALUATION AND BENCHMARKING

Facilitator: **John Tierney**, Director, Transform Management, UK

Do your clients monitor their performance? Do they evaluate it? Do they benchmark? What client outcomes or social impact do they achieve? What's the difference between these different ideas? Do you support your clients in doing any of this? If you want to learn more, this is the session for you. We will look at these ideas, all of which are fundamental to organisational learning. Come ready to share practice and approaches so we can deepen our understanding.

12.30-13.15 THE BIGGEST MISTAKE YOU EVER MADE IN YOUR CONSULTANCY CAREER

Facilitator: **Vera Peerdeman**, Managing Director, Nassau, Netherlands

We all remember thinking 'I wish I had never said that' or 'If I had only approached him differently, I wouldn't have lost him as a client'. It's often these moments you learn most from, and which inspire you to change your practice as a consultant. Don't keep these experiences to yourself - share them with colleagues! If learning from your own mistakes leads to greater insights, imagine the benefit of learning from fellow consultants' mistakes. During this interactive session, Vera will reveal her own mistakes and, of course, you will too. Let's get inspired!

13.15-14.15 Lunch

14.15-15.15 WORKSHOP 1 – COMPARATIVE RESEARCH ON POLITICAL FUNDRAISING

Raffaele Picilli, CEO, Raise the Wind, Italy

The second comparative research on fundraising for politics, presented by Raffaele Picilli, will provide an overview of the techniques most commonly used for fundraising in Italy/UK/USA. The research, published in 2010 and 2013, was carried out by Centro Studi sul Non Profit and Raise the Wind.

WORKSHOP 2 – GOOD GOVERNANCE: WHY IS IT IMPORTANT?

Linda Laurance, Principal, Linda Laurance & Associates, UK

Gerhard Pock, International Fundraising Development, Direct Mind, Austria

Good governance ensures that an organisation is efficient, effective, legally compliant, delivers the mission and protects its reputation. Governance is the umbrella under which everything happens and for which the Board takes ultimate responsibility. Consultants often find that poor governance has to be addressed before anything else can be achieved. Come and talk about this.

15.15-15.45 Break

15.45-16.45 ASYLUM SEEKERS/REFUGEES ACROSS BORDERS – IMPACT ON NGOs

Michael Diedring, Secretary General, ECRE – European Council on Refugees and Exiles, Belgium

Lioba Kasper, Head of Legal Advice, Integrationshaus, Austria

Michael Diedring will explain that, with the EU implementing a Common European Asylum System (CEAS) and austerity budgets reducing services, NGOs must do more to help refugees/asylum seekers. NGOs also need to cooperate to provide factual information to the Commission and the courts to safeguard human rights. Lioba Kasper will outline the situation of asylum seekers showing the importance of the CEAS and the unsolved challenges. To achieve improvement in human rights standards NGOs are in demand to address critical issues in the European system (i.e. Dublin III-Regulation).

16.45-17.15 CLOSING DISCUSSION

Time for networking and getting to know Vienna

19.00 GUIDED TOUR THROUGH THE OLD TOWN WITH ALEX BUCHINGER

20.00 DRINKS RECEPTION AND DINNER AT GLACIS BEISL RESTAURANT

After dinner CLOSING REMARKS BY EUCONSULT CHAIR