

Programme for the Day

9:45 **Registration and Coffee**

10:00 **Welcome Duncan Wood, Chief Officer, Involve**

10:15 **Keynote Speaker Muhammad Ali, Regional Director, CEMVO**

Muhammad will be discussing the key leadership principles required - how to get from where you are to where you want to be, with personal examples and moving stories he will invigorate and motivate you to paint and create your own picture.

11:00 **Morning Workshops**

A: Risk and Liability

B: The role of marketing in the charitable sector

C: How healthy is your organisation?

12:15 **Tea and Coffee**

Involve's AGM

12:45 **Lunch**

- Exhibition Stands – explore new opportunities and services
- Heritage Lottery Fund Clinic
- Networking with similar organisations
- On the spot professional advice

2:00 **Keynote Speaker Nick Cater, media consultant & journalist**

Nobody said it was going to be painting by numbers

We are being offered a broad brush vision of a Big Society, like living in Constable's The Hay Wain. But for many the immediate perspective is Edvard Munch's The Scream; cuts, recession and an ever-splintering media landscape, within which charities and community groups struggle to meet the often growing needs of their clients, promote their cause and keep the red ink from seeping through their account books. Commentator Nick Cater will offer a personal portrait of the state we're in, and consider what local organisations can do to thrive ... or at least survive.

2:30 **Afternoon Workshops**

D: Making the most of the media ... 10 ways to hit your targets

E: Painting a picture for Funders

F: Adapt and survive with a flexible employment strategy

3:45 **Plenary Session Conclusions and Comments**

4:00 **End of Conference**

