



STRONGER TOGETHER

Workshops session 1

11.30am-12.30pm

<p>Re-imagining Services</p> <p>How can we get the best outcomes for people in a reduced funding environment? How can we promote stronger integration and a focus on prevention? How can we better align services and investment across organisations and sector to achieve better outcomes?</p> <p>This engagement session, facilitated by Norfolk County Council, will focus on key questions for the coming years.</p>	<p>Marketing and Social Media Masterclass</p> <p>Our panel of expert speakers will highlight best practice from among the VCSE sector in marketing, building up a brand, using social media and working with your local media.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Nick Applin and John Skinner, partners at ApplinSkinner • Sara Greenfield, director at Bright Yellow Marketing • Tim Williams, managing editor at Archant Norfolk 	<p>Funding with Ambition</p> <p>This session will cover a mix of strategic and practical considerations around funding: developing a fundraising strategy, different funding sources and some do's and don'ts for bids and applications.</p> <p>The workshop will be delivered by Julia Hargreaves, an experienced fundraising manager with leading youth charity Ambition.</p>	<p>Development Officer Surgery</p> <p>Community Action Norfolk development officers will be available to answer queries and offer signposting and advice for groups on a one to one basis.</p> <p>Places are limited - please make an appointment at the registration desk on arrival at the conference.</p>
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Workshops session 2
1.30-2.30pm

<p>The Fundraising Panel – Thinking Beyond Bids</p> <p>Thinking about how to diversify your income streams? Want to do more with corporate partners but not sure how to go about it? Hear from our panel about how they have transformed fundraising within their organisations with an ambitious strategy, events with corporate supporters, relationships with major supporters and community fundraising.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Graham Tuttle, chief executive at Norfolk Community Foundation (chair) • Daniel Williams, outgoing chief executive at Big C • Sophie Berry, funding and marketing manager at Nelson’s Journey • Martin Green, fundraising events manager at Break • Graeme Byrne, director of development at UEA 	<p>Strengthening Volunteering in Norfolk</p> <p>Norfolk has a strong record on volunteering but organisations are always looking to strengthen their volunteering offer.</p> <p>This session will explore some of the drivers among volunteering and how organisations can ensure they are accessible to a wide range of volunteers.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Alan Hopley, chief executive at Voluntary Norfolk • Other speakers TBC 	<p>Adult Safeguarding is Everybody’s Business</p> <p>Do you work with adults who have care and support needs? Do you come into contact with adults who may be at risk of abuse or neglect? Would you feel confident knowing when and how to report a concern?</p> <p>This workshop with Norfolk County Council’s adult safeguarding team and experienced local VCSE organisations will guide you through the process and some of the key issues to be aware of.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • James Kearns, chief executive at the BUILD Charity (chair) • Norfolk Safeguarding team • Eddie West-Burnham, chief executive at West Norfolk Mind 	<p>Involving Young People</p> <p>Ben Burt, activity manager at the OPEN Youth Trust, will talk about creative ways of involving young people in your work and/or activities.</p> <p>Come ready to get involved, be challenged and inspired!</p>
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Workshops session 3

3.00-4.00pm

<p>Fundraising Tools and Tips</p> <p>Confused about crowdfunding? Unsure about community shares?</p> <p>This workshop will offer delegates the chance to quiz experienced and expert speakers on some of the many fundraising tools out there, including online donations, Gift Aid and crowdfunding.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • John McGourty and Abbie Panks, Shouldham Community Enterprises • Sam Baldwin, account manager at Virgin Money Giving • Mark Proctor, partner at Lovewell Blake LLP 	<p>Ask the Commissioners</p> <p>Through exploring the experiences of commissioners and commissioned organisations from children’s and adults’ services, this session will offer attendees from the VCSE and public sectors the chance to learn from past experiences.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Heather Farley, consultant at Community Action Norfolk (chair) • Robert Cooper, head of integrated commissioning (South), health and social care • Pip Coker, chief executive at Julian Support • Chris Butwright, head of joint commissioning for children’s services 	<p>Development Officer and Social Media Surgery</p> <p>Community Action Norfolk development officers will be available to answer queries and offer signposting and advice for groups on a one to one basis.</p> <p>Chris Greenfield from Bright Yellow Marketing will also be on hand to troubleshoot your social media queries.</p> <p>Places are limited - please make an appointment at the registration desk on arrival at the conference.</p>	<p>Café Conversations</p> <p>Following on from Ben Burt’s presentation, these facilitated conversations will help groups work through how they can apply the lessons to their own organisation.</p>
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