



Conference 2019 - Agenda

Tuesday 17 September

18.00 – 19.30	Courtyard Suite; followed by dinner at 20.00 (served in the Courtyard Suite) Facilitator: Richard Davies	Show case your lottery - Good ideas open discussion 1. Recruiting, running and maintaining an in-house canvassing team - Donna Adams (Head of Fundraising and Lottery, Douglas Macmillan Hospice) 2. Superdraw successes and engaging corporate support through sponsored prizes - Charlotte Schofield (Head of Fundraising and Lottery, Mary Stevens Hospice) 3. Top up donations – Alison Jerram (Lottery Manager St Giles Hospice Lottery) 4. Open Questions
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Wednesday 18 September

09.00	Hall Lobby – Registration Exhibitors area (Moncrieffe) - Refreshments	
	Conference Facilitator: Richard Davies	
09.30	Courtyard Suite	Welcome and opening address: David Griffiths - Chairman, Hospice Lotteries Association
09.45	Courtyard Suite	Conference Opener: Tracey Bleakley - Chief Executive, Hospice UK
10.15	Courtyard Suite	A fundraiser's view of the Lottery sales message: Stephen Pidgeon
11.00	Exhibitors area – Moncrieffe	Refreshments and networking
11.00	Badgworth	Introduction to the HLA: Delegates with 18 months and less lottery experience
11.30	See separate page for rooms	Workshops: See separate page for details
12.40	Moncrieffe, Lounge, and Conservatory Bar	Lunch: Buffet to be served, seating provided in the Conservatory Bar for informal networking or, weather permitting, outside on the terrace
13.55	Courtyard Suite	The Digital Promoter, LOROS approach to social media: Colette Norman and Jamie Sheahan – Lottery Manager and Website and Communication Officer, LOROS
14.30	See separate page for rooms	Workshops: See separate page for details
15.40	Exhibitors area – Moncrieffe	Refreshments and networking
16.10	Courtyard Suite	“Against all Odds”: Paul Buck - CEO, EPIC Risk Management
16.40	Courtyard Suite	Update from the Board: David Griffiths - Chairman, Hospice Lotteries Association
16.50	Courtyard Suite	Hospice Lotteries Association Annual General Meeting

19.30 - Pre-Dinner Cocktail Reception in the Lounge

20.00 - Gala Dinner in the Courtyard Suite kindly sponsored by Jumbo Interactive

Conference Facilitator: Richard Davies		
09.15	Courtyard Suite	Welcome Back from Lead Sponsor: Brian Todd, donorflex
09.30	See separate page for rooms	Workshops: See separate page for details
10.40	Courtyard Suite	Well-being in the Workplace - Heather Beach The Healthy Work Company
11.15	Exhibitors area – Moncrieffe	Refreshments and networking
11.45	See separate page for rooms	Workshops: See separate page for details
12.55	Courtyard Suite	Malcolm Fleming Head of Public Affairs People's Postcode Lottery The lottery of politics – How charities & charity lotteries can respond to changing UK politics.
13.30	Courtyard Suite	Close: David Griffiths, Chairman
13.45	Moncrieffe, Lounge, and Conservatory Bar	Lunch: Buffet to be served, seating provided in the Conservatory Bar for informal networking or, weather permitting, outside on the terrace

Workshops

Workshop	Leader/location
Compliance An opportunity to test your knowledge of compliance in this interactive session.	Garth Caswell D'eivile
5 Key Lottery Insights and what you can do with them? This workshop will explore 5 key insights to small society lotteries, exploring how they are relevant to your hospice lottery and how you could use similar insights to develop and grow your lottery performance.	Jonathan Cook from Insightful Badgworth
Exhibitors Time to speak with suppliers of goods and services to our industry – can they help you with that next big idea? Don't forget to collect your stamps to be in with a chance of winning a prize as well!	Exhibitors Moncrieffe
The Power of LinkedIn Covers the essentials and the compelling reasons why LinkedIn is a channel to connect with businesses and higher than average disposable income households. Includes practical tips and hints in these talks so even if short the audience has something they can apply after the talk or event.	Vasco Botelho, Head of Strategy, Maverrik Indore

Speakers



Subject	Leader/location
Conference opener	Tracey Bleakley - Chief Executive of Hospice UK
The Digital Promoter, LOROS approach to social media	Colette Norman and Jamie Sheahan - Lottery Manager & Website & Digital Communications Officer at LOROS
A fundraiser's view of the Lottery sales message	Stephen Pidgeon
"Against all Odds"	Paul Buck - CEO, EPIC Risk Management
Well-being in the Workplace	Heather Beach, Founder & Managing Direct of The Healthy Work Company
The lottery of politics – How charities & charity lotteries can respond to changing UK politics.	Malcolm Fleming - Head of Public Affairs at the People's Postcode Lottery

Tuesday break out session

Subject	Leader/location
Introduction to the HLA: Delegates with 18 months and less lottery experience Short introduction and discussion aimed at providing a network of support helping delegates to get the most out of the conference.	HLA Board of Directors Badgworth