

Conference 2022 - Agenda

Tuesday 13 September

6.00–7.30pm	Gloucester - followed by dinner served at 8pm Facilitators x 5	Group networking - Q&A / Topics open discussion £1-£2 Lotteries benefits and challenges - Trudi Ogden, Hayley Brown & Richard Barwick Compliance Support - Garth Caswell Telesales - Belinda Ellis
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Wednesday 14 September

09.00	Hall Lobby - Registration Exhibitors area (Malvern Suite) - Refreshments	
	Conference Facilitator: Colette Norman	
09.30	Brueton Suite	Welcome and opening address: Colette Norman, Chairman, Hospice Lotteries Association
09.45	Brueton Suite	Opening speaker: Nick Elston: 'A Ride Across The Badlands'
10.15	Brueton Suite	Alison Jerram - Individual Giving Manager, St Giles Hospice: "The St Giles Raffle Story – Then, Now and Where Next?"
10.55	Exhibitors area – Malvern Suite	Refreshments and networking
10.55	Brueton Suite	Introduction to the HLA: Delegates who are new (18 months and less lottery experience) and Delegates who are new to conference
11.25	See separate page for rooms	Workshops: See separate page for details
12.35	Brasserie six5one Restaurant	Lunch: Buffet to be served
13.50	Brueton Suite	Marie Von Wurzbach – Individual Giving & Lottery Manager, Compton Care: "Highs and Lows of an 'Integrated' Christmas Campaign"
14.20	See separate page for rooms	Workshops: See separate page for details
15.30	Exhibitors area – Malvern Suite	Refreshments and networking
16.00	Brueton Suite	Christine Davies - Trustee, Hospice Income Generation Network: "To do, or not to do, that is the Regulation"
16.15	Brueton Suite	George Collins – CEO, Leads Navigator: "Overcoming the evolving digital landscape and how Facebook can be a better partner to your traditional acquisition channels"
16.50	Brueton Suite	Colette Norman, Chair of the Hospice Lotteries Association - update from the Board
17.00	Brueton Suite	Hospice Lotteries Association Annual General Meeting

7.30 pm: Pre-Dinner Cocktail Reception in the Brueton Bar kindly sponsored by TBC

8.00 pm: Gala Dinner in Brueton Suite kindly sponsored by TBC

Thursday 15 September



Conference Facilitator: Colette Norman		
9.15	Brueton Suite	Welcome Back from Lead Sponsor: Brian Todd, Donorflex
09.30	Brueton Suite	In the spotlight – Q&A sharing ideas and successes Susan Wade, Tuckwell Chase Lottery – Working with multiple canvassing agencies Laura Sadler, Your Charity Lottery – Rebrand and Beneficiary programme Jane Irving, Douglas Macmillan Hospice – Rollover Marketing
10.05	Brueton Suite	Paul Courtney - Fundraising Director, Children's Hospice South West: "Process should be a Pleasure not a Pain!"
10.45	Exhibitors area – Malvern Suite	Refreshments and networking
11.15	See separate page for rooms	Workshops: See separate page for details
12.20	See separate page for rooms	Workshops: See separate page for details
13.25	Brueton Suite	Close & Prize Giving: Colette Norman, Chair of the Hospice Lotteries Association
13.45	Brasserie six5one Restaurant	Lunch: Buffet to be served

Workshops

Workshop	Leader/location
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 stickers to be in with a chance of winning a prize as well!	Malvern Suite
Canvasser Training Martin Arnold – Director, Engage and Connect "Fundraiser recruitment, retention & training"	The Eversfield
Gambling commission Louise Notley & Joanne Cartwright	Gloucester 2
Speed networking Networking: Topic corner (canvassing, recruitment, attrition, raffles, cash collections etc)	Brueton Suite

Speakers

Subject	Leader/location
<p>TUES: Group networking - Q&A / Topics open discussion.</p> <ol style="list-style-type: none"> 1. £1-£2 Lotteries 2. PCI Compliance 3. Telesales 	<ol style="list-style-type: none"> 1. Trudi Ogden, Hayley Brown, Ally Calver 2. Garth Caswell 3. Belinda Ellis
WEDS 1: Conference opener - Inspirational Speaker	Nick Elston: 'A Ride Across The Badlands' Brueton Suite
WEDS 2: The St Giles Raffle Story: Then, Now and Where Next?	Alison Jerram - Individual Giving Manager, St Giles Hospice Brueton Suite
WEDS: 3: Fundraising and Lottery: Maximising collaborative working with hospice departments	Marie Von Wurzbach – Individual Giving & Lottery Manager, Compton Care Brueton Suite
WEDS 4: 'To do, or not to do, that is the Regulation': Is the Code of Fundraising Practice as hard to understand as Macbeth? Or is it all Much Ado About Nothing?	Christine Davies - Trustee, Hospice Income Generation Network Brueton Suite
WEDS 5: 'Overcoming the evolving digital landscape and how Facebook can be a better partner to your traditional acquisition channels': The session will uncover unlikely partnerships in digital and sets out to challenge the Cost Per Acquisition model	George Collins – CEO, Leads Navigator Brueton Suite
THURS 1: In the spotlight	Colette Norman, Susan Wade, Laura Sadler & Jane Irving Brueton Suite
THURS 2: "Process should be a Pleasure not a Pain!"	Paul Courtney - Fundraising Director, Children's Hospice South West Brueton Suite

Wednesday break out session

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

Sponsors

Main sponsor – Donorflex

Pre Gala dinner drinks -TBC

Gala Dinner – TBC

Brochure - Seale

Tote Bags – Seale

Pull-up banners – Gatherwell

Lanyards – Wil-U