

# #FRO2024

WEDNESDAY 17.04.

|               |                 |  |
|---------------|-----------------|--|
| 09.00 - 10.00 | Opening keynote | <b>FACING THE FUTURE</b><br>Amitabh Behar  |
| 10.00 - 10.30 | Workshop        | <b>LESSONS FROM GOING VIRAL</b><br>India Thorogood & Jack Steadman                           |
| 10.30 - 11.00 | Live Q&A        |  |
| 11.00 - 11.30 | Workshop        | <b>DIGITAL MOBILISATION ON A BUDGET</b><br>Anya Jhoti  |
| 11.30 - 12.00 | Live Q&A        |  |
| 12.00 - 13.00 | Fringe session  | <b>DIGITAL'S PHYSICAL SHADOW</b><br>Neil Clark   |
| 12.30 - 13.00 | Workshop        | <b>WHATSAPP &amp; MASS MOBILISATION</b><br>Lusanda Magwape & Bashanganyi Magwape             |
| 13.00 - 13.30 | Live Q&A        |  |
| 13.30 - 14.00 | Workshop        | <b>FUNDRAISING IN THE METAVERSE</b><br>Daniel Gamboa, Léa Robbe-Dénoyès, & Ale López Hidalgo |
| 14.00 - 14.30 | Live Q&A        |  |
| 14.00 - 15.00 | Fringe session  | <b>GETTING YOUR DONOR JOURNEY RIGHT</b><br>Anton Lipkanou & Maureen Pitagora                 |
| 14.30 - 15.00 | Workshop        | <b>FIVE FUNDRAISING OPTIMISATIONS BACKED BY DATA</b><br>Samuel Rodgers Patton                |
| 15.00 - 15.30 | Live Q&A        |  |
| 15.30 - 16.00 | Workshop        | <b>UK X USA DIGITAL BENCHMARKING</b><br>Matt Derby & Theresa Bugeaud                         |
| 16.00 - 16.30 | Live Q&A        |  |

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|---------------|--|---|
| 16.00 - 17.00 | Fringe session                             | <b>MANAGING CHANGE THROUGH AI TRANSFORMATION</b><br>Nathan Chappell |
| 16.30 - 16.45 | <b>CLOSING ADDRESS</b><br>Willeke van Rijn |   |

THURSDAY 18.04.

|               |                |   |
|---------------|----------------|---|
| 09.00 - 09.30 | Workshop       | <b>DIVERSIFYING YOUR DIGITAL CHANNELS</b><br>Nick Hammer                          |
| 09.30 - 10.00 | Live Q&A       |   |
| 09.00 - 10.00 | Fringe session | <b>AN AI PLAYBOOK FOR LEADERS</b><br>Kaz McGrath                                  |
| 10.00 - 10.30 | Workshop       | <b>FUNDRAISING IN TIMES OF CRISIS</b><br>Yulia Ridchenko                          |
| 10.30 - 11.00 | Live Q&A       |   |
| 11.00 - 11.30 | Workshop       | <b>AI AGENTS &amp; KNOWLEDGE BASES</b><br>Filipe Páscoa & Gerónimo Tutusaus       |
| 11.30 - 12.00 | Live Q&A       |   |
| 11.00 - 12.00 | Fringe session | <b>PREPARING FOR THE AI REVOLUTION</b><br>Alex Lloyd Hunter & Joe Escalante Coney |

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|---------------|--|---|
| 12.30 - 13.00 | Workshop                                   | <b>DIGITAL MOBILISATION 101</b><br>Jessica Hailstone & Rhea Badwal                |
| 13.00 - 13.30 | Live Q&A                                   |   |
| 13.00 - 14.00 | Fringe session                             | <b>ETHICAL AI FOR CLIMATE CHANGE</b><br>Selma Bichbich                            |
| 13.30 - 14.00 | Workshop                                   | <b>YOUTH MOBILISATION</b><br>Danielle Assis                                       |
| 14.00 - 14.30 | Live Q&A                                   |   |
| 14.30 - 15.00 | Workshop                                   | <b>AI SENTIMENT ANALYSIS &amp; DONOR STEWARDSHIP</b><br>Josh Hirsch               |
| 15.00 - 15.30 | Live Q&A                                   |   |
| 15.00 - 16.00 | Fringe session                             | <b>MARKETING LEGACY GIVING TO MILLENNIALS</b><br>Charlotte Field & Melanie Scholz |
| 15.30 - 16.00 | Workshop                                   | <b>ONE MILLION MEMBERS IN FOUR YEARS</b><br>Marianela Oyarzabal                   |
| 16.00 - 16.30 | Live Q&A                                   |   |
| 16.30 - 17.00 | <b>CLOSING ADDRESS</b><br>Willeke van Rijn |   |

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