



AGENDA	Room
8:15am REGISTRATION & NETWORKING BREAKFAST	
9:00am WELCOME & OPENING REMARKS	Stephen Thomas
9:15am MORNING PLENARY Charity is Dead; and other truths we need to face about the future Caroline Riseboro, Plan International Canada	Stephen Thomas
10:15am NETWORKING BREAK WITH EXHIBITORS	
10:30am The SickKids VS. Journey – Learn how SickKids has utilized integrated campaigns to amplify the brand and drive fundraising results Kate Torrance & Noelle de la Mothe, SickKids Foundation	Stephen Thomas
OR The Nonprofit Crystal Ball: How to predict the future and other fun things Jason Shim, Pathways to Education Canada	Westminster
11:35am Your Social Secret Weapon Claire Kerr, FrontStream	Stephen Thomas
OR Don't Forget Your Digital Donors – Their Journey Matters Too! Kathleen Grace, Stephen Thomas Ltd	Westminster
12:30pm LUNCH & NETWORKING	
1:30pm Do you need puppies and kittens to make money on Facebook? Shoni Field, British Columbia SPCA	Stephen Thomas
OR Artificial Intelligence Changes Everything Graham Covington, Engaging Networks	Westminster
2:30pm NETWORKING BREAK WITH EXHIBITORS	
3:00pm The Missing Link: SEO and Fundraising Adrienn Tordai & Rebecca Barclay, UNICEF Canada	Stephen Thomas
OR Raise More Money with Online Video Michelle Carter, Mission Productions and Media Inc.	Westminster
4:00pm CLOSING PLENARY Nudging Donors: Moving donors from interest to giving using digital Jed Schneiderman, Tapped Mobile	Stephen Thomas
4:50pm CLOSING REMARKS & DRAW	Stephen Thomas
5:00pm RECEPTION & NETWORKING	

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