2018
COMMUNITY CONFERENCE
TORONTO

Wednesday, April 25
YWCA - 87 Elm St.

Time	Event
8:30am	Arrival and Breakfast
9:00am	Keynote
10:00am	Session one
11:00am	Break
11:15am	Session two
12:15pm	Cool Tools Lunch
1:30pm	Session three
2:30pm	Break
3:00pm	Session four
4:00pm	Networking reception
5:30pm	Conference close

The Engaging Networks software platform is used by several hundred nonprofit organizations in Canada, the United States, United Kingdom, Australia, and around the world.

Our annual community conference brings together both users of our technology in the nonprofit sector, and non-users who want to find out more about how Engaging Networks can transform digital engagement.

engaging
NETWORKS
SOFTWARE LOVE

Session types:

Case Study

Learning Session

Product Workshop

Innovation Session

8:30am - Arrival and Breakfast

9:00am - Opening Keynote: The Year Ahead

Graham Covington – Founder & CEO – Engaging Networks

Room A

10:00am to 11:00am - Sessions

New Free And Flexible Templates

Bryan Casler, 4Site Studios

"After releasing free Web and Email Templates at the Engaging Networks Conference USA, 4Site will debut them in Canada and show off how clients are already using them. We'll also look at more examples together to inspire your next campaign and display just how far you can push Engaging Networks.

This session will include template design and best practices, highlights of features and functionality in our templates, today's trends in digital engagement, and answer to audience questions. Participation is suitable for all skill levels, and all slides will be available online."

Room A

Email Deliverability Tips

Gwynne Dixon, Engaging Networks

"What's a seed list? How do I know that my emails aren't ending up in spam? Just how many types of hard bounce are there anyway? This presentation will answer these and many other email deliverability questions, leaving you with a useful map of this vast territory. Gwynne will also relate the content back to the Engaging Networks email service so you'll be able to use his advice in a practical way."

Room B

11:00am to 11:15am – Break

11:15am to 12:15pm - Sessions

What's New With Page-Builder?

John Siemiatkoski, Engaging Networks

Join John Siemiatkoski as he walks you through the newest additions to page-builder. So far in 2018 we have added High Previous Contribution and Next Suggested Gift, Premium Pages, Split Receipting, and a new components library. Learn how to start using these new features to make your pages stand out, raise more dollars, and get more clicks.

Room A

Rethink Advocacy - Recruitment, Engagement, Impact

Bailey Osipenko, Rethink Breast Cancer

Learn how Rethink Breast Cancer used Engaging Networks to go from 0 to 7,000 advocates in just months, turned their online actions into offline impact, and converted those advocates into donors.

Room B

12:15pm to 1:30pm – Cool Tools Lunch

1:30pm to 2:30pm - Sessions

Using Page Builder With Google Analytics, Tag Manager, Data Studio, and Optimize

Ryan Baillargeon, Grassriots

Everyone loves free tools that help you measure and optimize the performance of your campaigns and landing pages. Page Builder has introduced a number of new opportunities to maximize the performance of Google tools to give your campaigns an edge and make reporting on performance a cinch. Join Ryan Baillargeon from Grassriots as he presents a practical workshop on using Page Builder with the suite of Google Platform tools. You'll learn everything from setting up Google Analytics (the right way), to building custom dashboards that any executive can understand. We'll even show you how to setup a simple content experiment in Google Optimize to help you test simple Image, Copy, and Call-to-Action variations.

Room A

Taking Donor Engagement To The Next Level With Marketing Automation and The Hub

John Siemiatkoski, Engaging Networks

"Learn how better engage your supporters with new tools in Engaging Networks. Guide your supporters to actions with Marketing Automation - sit back and watch it happen! Upsell recurring donations and let supporters self-manage records updates with the Supporter Hub.

Room B

2:30pm to 3:00pm – Break

3:00pm to 4:00pm - Sessions

Peer-to-Peer Analytics

Senning Luk, Zuri Group

P2P is a powerful way to work with your supporters to fundraise, but are you getting the insights you need to help them? Join Zuri Group's Senning Luk for a tour of peer-to-peer fundraising in Engaging Networks and tips on tracking and understanding your donors through their donation journey using Google Analytics!

Room A

Tap Into The Secret Of Success: Data And Engaging Networks!

Chris Carter, Chris Carter Marketing

"Start channelling the power of Engaging Networks through your data. In this session Farrah and Chris from Chris Carter Marketing will walk through their top 10 best practices for data success and review a case study from a charity who re-organized their data to tap into a new treasure trove of potential.

We will also explore some of the fantastic features that can be leveraged with your data in Engaging Networks to better engage and steward your donors, including tracking, Google analytics and profiles."

Room B

4:00pm – Networking reception

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Chris Carter Marketing

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