

2019 Community Conference

Tuesday 12th February

UNSW CBD Campus Level 6, 1 O'Connell Street,
Sydney CBD, NSW 2000

Agenda:

9:30am	Arrival
10:00am to 11:00am	The Year Ahead, Graham Covington, CEO & founder
11:05am to 11:50am	Break outs: case studies or learning session / product workshop
11:55am to 12:40pm	Break outs: case studies or learning session / product workshop
12:40pm to 1:40pm	Lunch (provided)
1:40pm to 2:25pm	Break outs: case studies or learning session / product workshop
2:30pm to 3:15pm	Break outs: case studies or learning session / product workshop
3:15pm to 3:30pm	Break
3:30pm to 4:15pm	Break outs: case studies or learning session / product workshop
4:20pm to 4:40pm	Wrap up & next steps
4:40pm to 6:00pm	Drinks & Networking
6:00pm	Close

The Engaging Networks software platform is used by several hundred non-profit organizations in Australia, New Zealand, the United States, Canada, United Kingdom, and around the world. Our community conferences bring together both users of our technology in the non-profit sector, and non-users who want to find out more about how Engaging Networks can transform digital engagement.



The day's presentations are broken down into various types:



Case Study



Product Workshop



Innovation Session



Learning

10:00am



The Year Ahead

Graham Covington, Founder & CEO, Engaging Networks

This session will include a review of the major product achievements of 2018, and more importantly, a look ahead to what is being planned for 2019.

11:05am - Breakout Sessions



How do you do it?

In this learning session, it's over to you. We're giving you an open space to share learnings and discuss common goals and evaluation processes for benchmarking your campaigns, appeals and emails sent through Engaging Networks (or other services where relevant). We'll be able to guide the conversation and relate the points debated back to the software but the content will be driven by you. We hope you find it useful.



Using page-builder

Page-builder technology powers all of Engaging Networks' action types. This introductory session will give you a great overview on how to build any page in Engaging Networks, so it's ideal for those of you who are new to the software or might like a refresher. We will cover the various page types that are available and will run through how to build a page that meets your requirements. We'll also run through the basic reporting features, how to add tracking values to a page URL, how to publish and duplicate a page so your new campaign can be ready in a matter of minutes and various other features you may not be aware of too.

11:55am - Breakout Sessions



Client case studies

Humane Society International Australia

"Shark Champions" - Humane Society International (HSI) and the Australian Marine Conservation Society have embarked on a multi-year shark conservation campaign in Australia to address the major challenges facing these majestic, misunderstood and often maligned creatures in our oceans. The campaign is using Engaging Networks mainly as an advocacy (and now fundraising) tool to help end shark culling programs in Australia, address overfishing and increase support for better legislative protection of sharks and rays under environment laws. A campaign microsite has been built (sharkchampions.org.au) that integrates Engaging Networks forms in order to provide

the leading action hub for everyday Australians to take part in shark conservation. Ben Vozzo will share stories and learnings about the campaign and discuss how Engaging Networks has been integrated into their digital strategy over the last year.

Greenpeace New Zealand

In the second half of this case study session, Greenpeace New Zealand will discuss the ways they are experimenting with the donor experience in Engaging Networks.



Data Management & Reporting

How many of you are managing data effectively? For example, are you setting the HTML format for account record fields, importing data with consistent values both in terms of the data that's uploaded and the matching content that appears on your forms, using segmentation to personalise content through our query builder and supporter profiling tools, building form validations to ensure you're getting clean data? All of these tools (and many more) are available in Engaging Networks and can help you to improve data management. Once you're managing your data effectively, there are so many useful reports that are available in the software, that will allow you to benchmark your emails, fundraising and advocacy pages. We'll run all of this in this data overview session.

12:40 - Lunch

1:40pm - Breakout Sessions



Client case studies

CHOICE - How Engaging Networks helped us grow

CHOICE campaigns grew by 80,000 supporters in 12 months - and they used Engaging Networks to help them get there. In this session, the CHOICE team will run through some tips and tricks for getting the most of the platform.



The top ten ways to exceed your fundraising goals in Engaging Networks

If your focus is on building fundraising pages or you are just interested in finding out more, then we recommend you join this overview session. Highlighting plenty of examples along the way, we will look at the top ten ways to use Engaging Networks to raise more money. For example, we'll go through the available payment gateway options and how to add 'pay via paypal' and 'one click' donations into your set up. We'll discuss how to add both single and recurring payment options to the same page and will run through the 'Highest Previous Contribution' functionality that can present different 'asking strings' to your donors based on the level of their previous gift(s). We will look at how you can test different versions of your page through our split testing tools, helping you to decide the best layout for your supporters. We will also briefly discuss the other (new) fundraising page types that are now available in the platform, namely membership, eCommerce and premium donations and look at new features that are coming in 2019.

You will leave this 'overview' workshop with clear advice on how to create donation pages that can lead to more donors and more money raised.

2:30pm - Breakout Sessions



The power of good stories

Daniel Stone, Principle Co

International agency, Principle, use creative story telling in their work with their clients. In this learning session, Daniel will run through real life examples mixing some higher level conceptual thinking with more tangible ideas about supporter acquisition and retention that you'll be able to take away and apply in your Engaging Networks accounts.



Email Marketing Automation

Engaging Networks' Email Marketing Automation platform is a powerful tool that can automate your email communications. The highly flexible set up for 'entry criteria' means you can fine-tune who should receive the emails and drag-and-drop 'workflows' can be built - with delays and decision branches - to create highly customised supporter journeys. Examples of their use include; a welcome journey for new supporters, a re-activation campaign that triggers emails when a supporter is not responding, a workflow that aims to convert your campaigners into donors. You can now even schedule emails to wish your supporters a Happy Birthday.

In this workshop, we will explain how to set up and manage Email Marketing Automations in Engaging Networks, including a review of all the reporting options.

3:15 - Break

3:30pm - Breakout Sessions



Machine Learning

Graham Covington, Founder & CEO, Engaging Networks



Artificial Intelligence, and the specific discipline of Machine Learning, is coming to your Engaging Networks dashboard. We have been thinking about which digital challenges facing charities could be tackled with the help of Machine Learning. For example, convincing campaigners to make a donation is something that all charities would like to see happen. Can Machine Learning replace the 'brute force' methods being used now by charities with a more sophisticated approach that leverages patterns in transactional data? This session will let you know which challenges, or use cases, we have prioritized for this new and exciting program. We will also be asking you to tell us which use cases you think we should be looking at, and why. The future is here.



The top ten ways that Engaging Networks can help you win your advocacy campaigns

If your focus is on building advocacy pages or you are just interested in finding out more, then we recommend you join this overview session. Highlighting plenty of examples along the way, we will look at the top ten ways to improve your advocacy pages, given you the best chance at success. For example, we'll run through all the available page types and discuss the personalisation features that

can make your advocacy campaigning more effective, such as 'editable areas', message swapping and redirect and filter. We will look at how you can test different versions of your pages through our split testing tools, helping you to decide the best layout for your supporters and we will flag up the new technology that will be incorporated into the advocacy tools in future releases.

You will leave this workshop with clear advice on how to create advocacy pages that can help you to achieve your campaign goals.

4:20pm

Wrap up & Next steps

We'll come together at the end of the day to recap the event. If any follow up points are required, to make sure you are getting the most out of the software or if you'd simply like a more detailed demo on any part of Engaging Networks, we'll gather these here as well. Afterwards, please do stay for drinks and networking.

4:40pm - Drinks & Networking

