

Day One Building our Audiences

8:30	Welcome, Introductions, and what to expect over the next four days	Cheri
9:00	Welcome to Zambia – Country information and safety briefing	Chola, and the Zambia team
9:30	ChildFund compared the competition: A look at donor trends and benchmarking across the alliance	Diana
10:30	Alliance Performance: discussion of reported KPIs from across the Alliance and how we would like to use this data moving forwards.	Rob
11:30	Human Doing: New US brand positioning	Angela
	Lunch	
1:30	ChildFund Australia's new proposition: diversification of income, retention of supporters and building our brand. Pass it back international initiative.	Di
2:30	Growing your digital Audience; How the US and Spain have grown their digital audiences	Floriane, Rob/ Angela
3:45	Lead Generation and Conversion Fundraising - how Spain achieved a 7% conversion rate for new acquisition.	Floriane
4:45	Using Digital and Social Media to Support Fundraising – Meeting the changing expectations of supporter through Social media and digital platforms.	Leanne
5:30	Ethiopian Virtual Reality Film *if you have a VR headset & phone please bring it to CMC	Yoonmi
7:30	Dinner with the Zambian Senior Management Team	Chola



Day Two Donor Development

8:30	Welcome	Di
8:45	Camogie update and workshop: Opportunities for growth and problem solving workshop.	Elena
10:00	Using Symbolic language: A collaboration between Barnfonden and UEPLM	Cecilia
10:30	Child Sponsorship Video Chats	Marco & Sonia
11:00	Tele Marketing: Managing outsourced and in-house TM programs for acquisition and donor development.	Floriane
12:00	Child Friendly Accountability and Secretariat Update - What's what and who's who at the Secretariat. Child- friendly Accountability: the state of play	Diana
12:45	Lunch	
1:30	Maximizing Donor Income – Delivering supporter engagement in a rapidly changing world.	Leanne
2:30	Regular Giving in Australia - New product development from Australia.	Di
3.30	Innovations and lessons learned in Canada	Bonar
4.15	Small Voices Big Dreams: Results, Reflection and Future	Bonar and Di
5.15	Vision Mission, Descriptor and brand - Finalizing the Alliance vision, mission & descriptor for approval by the CEO Forum/Board. Updating the style guide.	Diana



Day Three The CMC Moving Forwards

8:30	Welcome	Rob
8:45	Innovation case studies: snapshots of innovations in fundraising and engagement from around the world	Rob
9:45	Recommendations for the CEO Forum: How can we be more creative in our Fundraising? What is the best way forward for the Alliance?	Di & Cheri
11:30	CMC -A look at the Alliance, how its structure and shaped. How we would like it to function moving forwards.	Di, Cheri, Rob
12:30	Wrap up and Reflections	Cheri, Rob, Di
1:00	Lunch	
13:30	Depart for Luangwa!	
14.15	Stopover at Chainda Community	Chongwe
18:00	Arrival In Luangwa	Luangwa
19.00	Dinner with brief on Overview of Luangwa Programs	LP Office







Day Four Program Visit

Time	Activity	Location	Person
07:30	Courtesy call to District	DCs office	Danford
	Commissioner (DC)		
08:05-09:35	Meet boat youth groups	Harbor	Danford
09:45-10:30	Kamoba village for piped water	Kamoba	Danford
	project	village	
11:00-11:30	Yapite solar powered bore hole	Yapite village	Chikasha
11:40-12:00	Yapite solar fence area	Yapite	Danford
12:00-13:30	Visit to Chimutengo preschool	Chimutengo	Danford
	and meet children, parents, child	school	
	protection committee and DEBS		
	officials		
13.30-14.15	Lunch		Harriet
14:30-16:00	Visit special education needs	SEN unity	Harriet
	school, to meet and interact with		
	the children		
16:00	Debrief	SEN	Danford

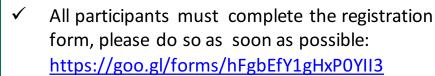
Notes: Those travelling on EK714, 21:25 will leave with ChildFund car at 15:30hrs. The rest leave with the bus at 16:30hrs for Palmwood Lodge





Logistics





- ✓ All participants should have arrived by the evening 12th March.
- ✓ The conference hotel is:

 http://www.palmwoodlodge.co.zm/. If you would like an airport transfer please indicate on your registration form.
- ✓ Please read the country briefing document before your arrival.
- ✓ In advance of the meeting please send the following to Rob:
 - √ Requested KPI's
 - ✓ An Innovation snapshot for discussion
- ✓ Dresscode:
 - ✓ Conference: casual
 - Program visit: Arms and Legs should be covered. No flip flops.









