

# Evolve 2015: The annual event for the voluntary sector

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## **Workshops and roundtable discussions**

Date: Monday 15 June 2015

Venue: The Brewery and The Montcalm Hotel, London

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# About the workshops and roundtables

No matter what stage you're at in your career, our workshops will give you practical tools, ideas, advice and knowledge to help you manage your organisation effectively and lead your organisation responsibly.

This year we're offering you more choice with 18 different one-hour workshops, split into practical learning and strategic thinking.

## Practical learning workshops

Take away tools and practical ideas from these interactive workshops.

## Strategic thinking workshops

Debate the big issues facing the voluntary sector in these larger, lecture style workshops.

## Roundtable discussions

Instead of opting to attend a workshop you can drop into a roundtable discussion, which will run in parallel to the workshops on the day.

## How it works

Practical learning and strategic thinking workshops have limited spaces available so will need to be booked in advance when booking your place at Evolve. Roundtable topics will be repeated during each of the three workshop timings and seats at discussion tables will be allocated on a first-come-first-served basis. You will be able to drop in and out of roundtable discussions as and when you wish so you can attend as many roundtable discussions as you like.

# A–Z of workshop topics

Workshops coded with a **P** are practical learning sessions and those coded with an **S** are strategic thinking sessions. When making your booking please use the codes to select your preferred workshop choice.

**Click on the titles below** to find out more about the content and speakers for the workshops.

## Campaigning

**S6** Influencing and campaigning post-election

## Communications

**S2** Charities have willingly misled the public about how they work. Discuss.

**P3** Expressing your impact through storytelling

**P7** Building communities: how to get the most from your supporters

## Corporate relationships

**P5** How to find a corporate partner

## Employment strategy

**P6** How to build a culture of engaged employees

**S7** Are charities good employers? Discuss.

## Funding

**S1** The new funding landscape: Income strategy in the new world of funding and finance

**P4** From deficit to surplus: how to turn around your organisation's funding and finance

**S9** Getting ready for £600million investment from the EU

## Foresight

**S3** NCVO's analysis of the 2015 election: The implications for your organisation

## Governance

**P9** Effective governance using the Governance Wheel

**S4** What's the role of governance in a time of crisis

## Impact

**P3** Expressing your impact through storytelling

**S8** Measuring impact is a waste of time. Discuss.

## Public service delivery

**P1** Delivering public services as a subcontractor

## Transparency

**S2** Charities have willingly misled the public about how they work. Discuss.

**P8** The transparent organisation

## Volunteering

**P2** Are your volunteers worth it?

**S5** From civic core to social action: The changing face of volunteering

**P7** Building communities: how to get the most from your supporters

## Book now at

[www.ncvo.org.uk/training-and-events/evolve-conference/book](http://www.ncvo.org.uk/training-and-events/evolve-conference/book)

# Workshop programme

## Session 1: 11.30–12.30

Practical learning	Strategic thinking
<p><b>P1 Delivering public services as a subcontractor</b></p> <p>This session will bring together both prime and subcontractors to discuss their experiences of working as part of a supply chain. By exploring the advantages of being a subcontractor, as well as some the risks involved, this workshop will help you weigh-up whether subcontracting is right for your particular organisation.</p> <p><b>Facilitator:</b> Lev Pedro, Public Services Senior officer, NCVO</p>	<p><b>S1 The new funding landscape: Income strategy in the new world of funding and finance</b></p> <p>The world of funding and finance continues to change. This workshop will help you make sense of the alternative finance landscape, and the role of more traditional funding routes so that you can develop your income generation strategy.</p> <p><b>Facilitator:</b> Karl Wilding, Director of Public Policy, NCVO</p> <p><b>Chair:</b> Srabani Sen OBE, Senior Consultant, NCVO</p> <p><b>Speakers:</b> David Floyd, Managing Director, Social Spider</p> <p>Peter Baeck, Nesta</p>
<p><b>P2 Are your volunteers worth it?</b></p> <p>More organisations are rethinking about how, where and when to engage volunteers in their work. But volunteering isn't free.</p> <p>This workshop will help you identify the tools you need to assess the impact of volunteering in your organisation and the community. Hear from experts on how to communicate this to commissioners and funders and make a case for investment.</p> <p><b>Facilitator:</b> Nick Ockenden, Head of Research, NCVO</p> <p><b>Speakers:</b> Colin Shearer, Churches Conservation Trust</p> <p>Hannah Mitchell, vInspired</p> <p>Gethyn Williams, Head of Partnerships, Join In</p>	<p><b>S2 Charities have willingly misled the public about how they work – Discuss.</b></p> <p>It's been argued that we need a new 'narrative' to explain how the voluntary sector works in the 21st century. But is it the sector's own fault that the public don't understand us? And if so, what can we do about it?</p> <p><b>Facilitator:</b> Aidan Warner, External Affairs Manager, NCVO</p>

# Workshop programme

## Session 1: 11.30–12.30 (continued)

Practical learning	Strategic thinking
<p><b>P3</b> Expressing your impact through storytelling</p> <p>Effectively communicating your impact is about telling the story of your work in a way that engages and inspires your audience.</p> <p>This practical workshop will explore the components of a good impact story and help you consider how you can best describe the difference your organisation makes using both statistics and narrative.</p> <p><b>Facilitator:</b> Georgina Anstey, Consultant, NCVO</p>	<p><b>S3</b> NCVO’s analysis of the 2015 election: The implications for your organisation</p> <p>Whoever wins the May 2015 election, a new administration with new goals and policies to achieve them will be in place.</p> <p>Join NCVO’s policy team to consider the new policy landscape and what that means for your own organisation.</p> <p><b>Facilitator:</b> Ruth Driscoll, Head of Policy and Public Services, NCVO</p> <p><b>Speakers:</b> Andrew O’Brien, Head of Policy, Charity Finance Group (CFG)</p>

**Session 2: 13.30–14.30**

Practical learning	Strategic thinking
<p><b>P4</b> From deficit to surplus: how to turn around your organisation’s funding and finance</p> <p>Moving from deficit to surplus is about both income generation and becoming more efficient.</p> <p>Hear from a fundraising and a cost-route case study about the implications of changing your financial strategy, and the highs and lows.</p> <p><b>Facilitator:</b> Rob Hardy, Fundraising Manager, NCVO</p> <p><b>Chair:</b> Jenny Field, Deputy Chief Grants Officer, City Bridge Trust</p> <p><b>Speakers:</b> Jonathan Petherbridge, Creative Director, London Bubble Theatre</p> <p>Laura de Poitiers, Finance Manager, Belu Water</p>	<p><b>S4</b> What’s the role of governance in a time of crisis?</p> <p>From financial crisis to personnel problems and risk management, effective governance is central to steering charities through the everyday challenges they face.</p> <p>This workshop will give you insight into the role your trustee board plays in insuring your organisation is prepared for whatever is thrown at it.</p> <p><b>Facilitator:</b> Emma Herbert, Senior Consultant, NCVO</p>
<p><b>P5</b> How to find a corporate partner</p> <p>How does a Corporate Social Relationship Team function in the private sector? What are they looking for when they choose a charity?</p> <p>This workshop will give you new ideas to help you secure a corporate partner so your organisation can uphold its values, meet its mission and be financially stable.</p> <p><b>Facilitator:</b> Richard Williams, Director of Enterprise, NCVO</p> <p><b>Speakers:</b> Tom Levitt, Founder, Sector4Focus</p>	<p><b>S5</b> From civic core to social action: The changing face of volunteering</p> <p>Are more people really volunteering? What are the motivations for people getting involved in volunteering? Is social action really any different from volunteering, or is it typical of the ‘me’ generation? Should we expect more people to get involved whatever we call it?</p> <p>Whether your volunteers are from the ‘me’ generation or interested in civil good, this workshop will explore the trends in why and how people get involved so that you can think about the role of voluntary action in your strategy.</p> <p><b>Facilitator:</b> Justin Davis-Smith, Head of Volunteering, NCVO</p>

**Session 2: 13.30–14.30 (continued)**

Practical learning	Strategic thinking
<p><b>P6</b> How to build a culture of engaged employees</p> <p>Why is employee engagement an important metric? What are the signs of a good employer?</p> <p>This workshop will give you practical advice from others who have improved their employee engagement after a staff survey and show you how aspiring to be a top 20 employer can have a positive impact on your organisation’s mission.</p> <p><b>Facilitator:</b> Sarah Welsh, Director of Planning and Resources, NCVO</p>	<p><b>S6</b> Influencing and campaigning post-election</p> <p>Amid reviews of campaigning legislation and the need to influence a new administration, how can you get your messages across?</p> <p>This workshop will help you think about what’s next for campaigning and how to shape your own influencing strategy.</p> <p><b>Facilitator:</b> Chloe Stables, Parliamentary and Media Manager, NCVO</p>

**Session 3: 15.00–16.00**

Practical learning	Strategic thinking
<p><b>P7 Building communities: how to get the most from your supporters</b></p> <p>Many organisations are thinking about how they can engage their supporters more effectively, online and offline, to help them achieve their goals.</p> <p>Your network may be able to give you much more than a quick online donation so how can you realign your community strategy to focus on the time and talents of your supporters?</p> <p>This workshop has practical advice from leading community managers who will share their experience of how to create and deliver a community strategy to maximise supporter engagement.</p> <p><b>Facilitator:</b> Megan Griffith Gray, Head of Communications, NCVO</p> <p><b>Speakers:</b> Steve Bridger, Community Manager and Digital Advisor to charities</p> <p>Stevie Benton, Head of External Relations, Wikimedia UK</p>	<p><b>S7 Are charities good employers? Discuss.</b></p> <p>Charities have received a lot of criticism over the last year about employment practices such as zero hour contracts, unpaid interns and senior salaries. But is working for a charity something people should still aspire to?</p> <p>What are the ethical decisions that charities should be making at board level to ensure integrity? How do we balance these with more mundane management decisions?</p> <p>Join our debate on working in the sector and explore the issues that will shape your own organisation’s strategy.</p> <p><b>Facilitator:</b> TBC</p>
<p><b>P8 The transparent organisation</b></p> <p>‘All foundations should have glass pockets.’ Russell Leffingwell</p> <p>In the 21st century we increasingly need to be transparent and accountable but what does it mean in practice?</p> <p>Hear from case studies who will give you practical advice and tools to help your organisation be effectively transparent and accountable.</p> <p><b>Facilitator:</b> Karl Wilding, Director of Public Policy, NCVO</p>	<p><b>S8 Measuring impact is a waste of time. Discuss.</b></p> <p>Measuring impact well can be hard and expensive. Is draining valuable resources from the job of actually delivering outcomes the best thing to do?</p> <p>Join us to debate the issues around measuring impact.</p> <p><b>Facilitator:</b> Jurgen Grotz, Research Manager, NCVO</p> <p>Fazilet Hadi, Trustee, NCVO and Group Director – inclusive society, Royal National Institute of Blind People (RNIB)</p> <p>Sally Culpit, Head of Outcome and Impact Consultancy, NCVO</p> <p>Sarah Mistry, Director of Effectiveness and Learning, BOND</p>

**Session 3: 15.00–16.00 (continued)**

Practical learning	Strategic thinking
<p><b>P9</b> Effective governance using governance wheel</p> <p>NCVO’s unique Governance Wheel is a powerful diagnostic, development and evaluative tool. Built on sector best practice and NCVO’s rich history of organisational support, the Governance Wheel provides a clear framework for boards to assess and demonstrate the effectiveness of their governance.</p> <p>This interactive workshop will make sure your organisation thrives, has a clear direction and successfully meets your mission.</p> <p><b>Speakers:</b> Emma Herbert, Governance Consultant, NCVO Anne Moynihan, Associate Consultant, NCVO</p>	<p><b>S9</b> Getting ready for £600million investment from the EU</p> <p>European Structural and Investment Funds are one of the major opportunities for 2015.</p> <p>This workshop will tell you everything you need to know about the new European Funding and how to get it.</p> <p><b>Facilitator:</b> Sandra Turner, EU and International Manager, NCVO</p> <p><b>Chair:</b> Anita Prosser, Chair, European Funding Network</p> <p><b>Speakers:</b> Sue Ormiston, EU Programme Manager, Big Lottery Fund</p>

# Roundtable discussions

During each of the three sessions you can choose to drop in to a roundtable discussion rather than attend a workshop.

Bring along your own queries and challenges to a table, where they'll be discussed in small groups of 8 to 10 delegates, facilitated by topic experts.

Roundtable discussion topics include:

- funding
- governance
- campaigning
- volunteer management
- communications
- social media
- impact
- leadership
- quality assurance.