



# NanoConference

What's Next? The Future of Fundraising, Financial Markets  
& Your Prospects

15th June 2020 / LIVE ONLINE / 14:30 PM Start BST



# What is a NanoConference?

Concise / Precise / Social



## Compact

Online NanoConferences will be no more than 90 minutes, in-person NanoConferences, no more than half a day.



## ThirdDegree

Each NanoConferences will end with a **ThirdDegree**, where all Speakers will reconvene for a truly open forum of debate & Q&A



## NanoTalk

Each Speaker will deliver a **NanoTalk** no more than 6, 12 or 18 minutes long, encouraging exceptionally precise content



## SolutionSocial

Each **NanoConference** will host a optional post event **SolutionSocial**, where peers will integrate content, share challenges and seek solutions



## ResourceRush

Each NanoConference will host a **ResourceRush**, giving a swift overview of useful resources relevant to the topic



## Open

As a rule, NanoConferences are never recorded to encourage **open-hearted** participation, confidentiality and relaxation for attendees and speakers alike

To book and learn more visit: [www.pyrotalks.com](http://www.pyrotalks.com)





# NanoConference 01 - Agenda

## 14:30 PM START - BST

**WELCOME - (3 minutes)**

Jason Briggs - Chair

NanoTalk 1 - (6 minutes)

### **FINANCIAL MARKETS RECAP**

Monika Kekelikova, Senior Lecturer in Finance Risk Management, Sheffield Hallam University

NanoTalk 2 - (12 minutes)

### **GLOBAL AFTERMATH - FINANCIAL RECOVERY & LONG TERM EFFECTS**

Jonathan Jeffery, Senior Lecturer in Finance, The University of Sheffield

NanoTalk 3 - (12 minutes)

### **THE CHANGING BEHAVIOURS OF GIVING**

Rachael Magee, Director of Development, Exeter School

NanoTalk 4 - (12 minutes)

### **FUTURE PROOFING - WHAT CAN PROSPECT DEVELOPMENT DO TO SUPPORT?**

Helen Brown, President, Helen Brown Group

NanoTalk 5 - (18 minutes)

### **Keynote: FUNDRAISING IN TIMES OF LASTING ECONOMIC UNCERTAINTY**

Joshua Birkholz, CEO, BWF



## **BREAK**

**Resource**Rush - (6 minutes)

Host: Christian Propper, Head of Development - Marketing & Insights, The University of Oxford

**Third**Degree - (18 minutes)

All Speakers & Attendees

**16:00 PM FINISH**

**\*POST EVENT - OPTIONAL**

**16:10 PM START**

**Solution**Social - (20 minutes)

Host: Jason Briggs & Guest





# Session Synopsis

## **FINANCIAL MARKETS RECAP**

Monika Kekelikova

This is a quick-fire recap of where we are in terms of the economy and financial markets. This will give some context to the NanoConference and provide you with key insights into the current global economic position. Monika will distil all the noise and tell you really what is going on.

## **GLOBAL AFTERMATH - FINANCIAL RECOVERY & LONG TERM EFFECTS**

Jonathan Jeffery

Following on from Monika's talk Jonathan will gaze into his crystal ball and give his expert view on the key drivers and outlook for the financial markets and the economy. He will provide some original insights into emerging trends that those working in the fundraising sector must consider to stay ahead of the curve.

## **THE CHANGING BEHAVIOURS OF GIVING**

Rachael Magee

As every corner of the globe grapples with how to get back to normal' we will take a look at how the Covid-19 pandemic has impacted on fundraising already to inform how things might look for the future and ways the sector is undoubtedly going to have to pivot in order to survive.

## **FUTURE PROOFING - WHAT CAN PROSPECT DEVELOPMENT DO TO SUPPORT?**

Helen Brown

As we deal with increasingly tight budgets, we need tactical, efficient, methods to identify and prioritise the right prospects to engage with now. In this segment we'll discuss specific prospect development tools to help you get better traction and move forward.

## **Keynote: FUNDRAISING IN TIMES OF LASTING ECONOMIC UNCERTAINTY**

Joshua Birkholz

There are no guarantees in times of economic uncertainty for any organisation, yet there are a few considerations that are helpful to take. This session will explore a number of key actions that can be taken to increase organisational resilience, ensuring your not-for-profit is in the best shape possible for times ahead.





# Speaker Bio - A-Z



## Joshua Birkholz

Joshua M. Birkholz, Chief Executive Officer of BWF, is a leader in big philanthropy and innovator for the business of fundraising. In his 15 years of consulting the leading nonprofits, universities, and healthcare centers around the globe, Josh has redefined how we look at modern program design, fundraising in a smart economy, and branding in the high net-worth marketplace. Josh is widely regarded as a trailblazer of 21st-century development strategies, having authored the sought-after book, *Fundraising Analytics: Using Data to Guide Strategy* and contributing to the books *A Kaleidoscope of Prospect Development* and *Return on Character*. Josh is the Chair of the Advisory Council on Methodology for Giving USA. He is an instructor at the Rice University Center for Philanthropy and Nonprofit Leadership. He has the Crystal Apple Award for Teaching Excellence from CASE. And he is a recipient of the prestigious Apra Visionary award for his contributions to prospect development.

## Helen Brown

Helen is President of the Helen Brown Group and has been a fundraising professional since 1987. She began her career at her alma mater, The University of North Carolina at Chapel Hill, and worked at the Albert Einstein Institution, Boston College, the Harvard School of Public Health and Northeastern University before founding The Helen Brown Group in 2002. In addition to setting strategy and identifying ways to innovate the work that we do at HBG, Helen works with clients to create, benchmark, and realign fundraising research departments. Helen is co-author of the book *Prospect Research for Fundraisers; the essential handbook* (Wiley, 2013). Helen is a past board member of Apra, the professional association for prospect development specialists, and is past president of the New England Development Research Association (NEDRA). In 2006 she received the NEDRA Ann Castle Award for service to the prospect research community, and in 2017 she was honored with the Apra Distinguished Service Award.





# Speaker Bio



## Jonathan Jeffery

Jonathan graduated in 2002 with a First Class Honours Degree in Business studies - specialising in finance, and holds a MSc in Banking and Finance with Distinction. Jonathan is currently the Director of Undergraduate Studies at The University of Sheffield Management School. He lectures in company analysis and risk management teaching at both Undergraduate and Postgraduate level. Jonathan has also taught at some of the leading European Business schools, and was a visiting professor at EDHEC University between 2013-2019. Prior to joining the University Jonathan worked as a senior investment analyst at a leading wealth management firm. He also holds a number of professional qualifications and has recently been made an Honorary FCT by the Association of Corporate Treasurers for his work in Treasury education and consultancy. He is also a director at Incontango Training which sees him undertake a wide range of consultancy and training across the finance spectrum, with a focus on Treasury and risk in large multinationals.

## Monika Kekelikova

Monika is a Senior Lecturer in Financial Risk Management and has several years of experience on consultancy projects for well-known businesses such as Yorkshire Bank as well as new start-up businesses. Prior to working in higher education Monika has worked as a Senior Financial controller. Monika is passionate about motivating students, creative thinking, mentoring, self-development, sports as well as psychology related subjects.





# Speaker Bio



## **Rachael Magee**

Rachael Magee is Director of Development & Alumni Relations for Exeter School. An experienced development professional with a demonstrated history of working in the philanthropy industry. Skilled in major gifts and lower level fundraising, alumni relations, project management and volunteer management, having worked with a variety of not-for-profit organisations as a Consultant with international reputable firm Graham-Pelton. A passionate advocate for working in the development sector.

## **Christian Propper**

Christian Propper brings over 20 years' experience in fundraising for the education sector. Chris is currently the Head of Development – Marketing & Insights at the University of Oxford, but his career has seen him work at a variety of data and fundraising roles within educational institutions, including the independent school Radley College, Balliol College in Oxford and the University of Reading. Chris also served as Operations Director at Rux Burton Associates, where he oversaw the team who managed around 40 fundraising campaigns per year. More recently, Chris was a Senior Consultant for Graham-Pelton, consulting an international range of clients.







 **NanoConference**