



Variety World Conference April 28 to May 1 - 2016

Update 01





Variety World Conference April 28 to May 1 - 2016

At Tent 52, we believe that the strength of Variety is the wealth of knowledge contained in every Tent, no matter its size. Every day each and every one of us strives to make a difference to the lives of children in our local communities – the Conference provides an opportunity to tap into collective wisdom and inspire us to even greater heights.

Our aim is to host a Conference that will exceed your expectations and showcase the very best Jersey has to offer. Our *promise* to you is a Conference that will:

- Present delegates with best practice fundraising & grant-giving methodology
- Feature a mix of engaging and interactive presentations & workshops
- Provide opportunities for Variety delegates to network & learn from each other
- Deliver a balanced programme of work & fun
- Provide direct benefits to the children of Jersey

This is an opportunity not to be missed. Encourage your colleagues, friends, family, and Variety supporters to make the trip to the beautiful island of Jersey. They won't regret it.

We look forward to welcoming you to the place we call home.

All the best,

Sandra Auckland
Tent 52 Chief Barker

Robyn Lapidus
2016 Conference Chair

www.varietyworldconference.com



Be prepared to be educated, motivated and inspired!

The Programme

Professional Development

During the Conference we will focus on three key strands based on the Variety International Strategic Plan:

1. Diversification of income
2. Donor retention
3. Measuring our impact

Our ambition is for you to leave the conference with an action plan for your Tent. Additional presentations are being organised which focus on fundraising innovation – challenging thinking about fundraising and showcasing award winning ideas.

Our Confirmed Speakers to date include:

1. Stef Kessler, CEO Variety Australia - Individual Giving



Stef has worked in the not-for-profit sector for over 15 years, specifically in fundraising and communications. She has worked for Greenpeace and Indigenous Community Volunteers and has been an Account Director with Pareto Fundraising where she worked with a range of charity clients to help grow their income. Her area of expertise is Individual Giving, securing donations from the general public through online, mail and phone appeals. She has a good understanding of databases and how to use data analysis, reporting and insights to assist to drive the fundraising strategy.

2. Charlie Hulme – MD of DonorVoice, Donor Retention



DonorVoice is the donor experience and relationship company. He's part of the team that carried out the sector's first, and only, international study into donor loyalty. Thanks to their seminal work not for profits can now measure, and manage, precisely what drives giving. Charlie works all over Europe, and into the USA and Canada, to help charities drastically boost performance, value and retention, using a unique set of tools for delivering donor led campaigns. Prior to DonorVoice Charlie spent several years as the creative director of a well-known international agency, Pell & Bales, Europe's leading telephone fundraising agency. He pioneered the use of behavioural science in fundraising; establishing a set of criteria that significantly lifted response and value for charities of all sizes and type.

Voted a top speaker at the Institute of Fundraising's National Convention, he writes frequently for SOFII, 101 fundraising, the Institute of Fundraising and many others.

chulme@thedonorvoice.com

<https://uk.linkedin.com/pub/charlie-hulme/27/681/697>

@charlieartful

3. Dr Mark Graham – Head of Social Investment and Enterprise – PriceWaterhouseCoopers



Mark leads the UK PWCs social investment and enterprise team which includes work in relation to the measurement of social impacts – including the three year social impact evaluation of the Achievement for All programme - and raising commercial investment for social enterprises and setting up new financial intermediaries to support these enterprises.

Keynote Speaker

Matt King OBE



At the age of just 17, Matt broke his neck whilst playing in his first match for the London Broncos Under 18 Rugby League Academy side. A tackle just one minute into the match left Matt paralysed from the neck down, and dependent upon a ventilator to breathe at all times. His love for rugby, and sport in general, has not been lost, and in 2006 Matt completed in a half marathon and then went on to complete the 2007 ING New York Marathon, raising thousands of pounds for charity in the process. In October 2009, Matt graduated from the University of Hertfordshire with a First Class Honours Degree in Law. Since the time of his discharge from hospital, Matt has continuously sought to help others who have suffered similar injuries, advocating on behalf of those with spinal injuries. He is an Ambassador for Tent 36.

Social Programme

The Conference will showcase the very best of Jersey. Transportation will be arranged from the airport to the hotel and excursion options will be available for those delegates arriving early.

- The Welcome Cocktail Party is on Thursday evening and the Lieutenant Governor of Jersey will be invited to attend. Beverages and canapes will be served with entertainment from local children.
- This year key Variety Awards will be presented on different evenings: the Heart Awards (Friday) and the Humanitarian and Catherine Variety Sheridan Awards (Saturday).
- On Saturday Variety delegates will be invited to participate in Jersey's "Children's Party", a standing item on their calendar.
- One of the excursions on offer is a visit to the War Tunnels during planned 'free time' www.jerseywartunnels.com

Awards

We are delighted to honour the following awardees for their dedication and commitment to improving the lives of children around the world:

- | | |
|------------------------------------|-----------------------|
| • Humanitarian Award | Julia Morley |
| • Catherine Variety Sheridan Award | Rio Ferdinand |
| • Sir James Carreras Award | Professor Anil Dhawan |

2016 Variety World Conference - Key Facts

- Wednesday 27 April Board Meeting
- Thursday 28 April - Sunday 1 May Conference
- Venue: Radisson Blu, Jersey <http://www.radissonblu.com/hotels/jersey>



About Jersey

The largest and most popular of all the Channel Islands, Jersey is a leading tourist destination and a true mixture of both traditional England and continental France. Located some 100 miles south of mainland Britain, Jersey is the most southerly island of the British Isles. In fact, it's much closer to France, lying just 12 miles from its coast. Expect to enjoy a definite Gallic flavour and numerous French road signs, along with English-style beach cafes and country pubs, exciting watersports, coastal walks and historic fortifications from various periods.

Visitors flock to Jersey each year to enjoy the spectacular coastline, the huge selection of sandy beaches, such as St. Aubin's, St. Brelade's and St. Ouen's, plentiful seafood restaurants, relaxing pace of life and of course, the fine weather. In fact, Jersey is one of the sunniest places in Europe, with mild winters and hot, sunny summers.

More Jersey Information / Fast Facts and Orientation

- Country: Channel Islands
- Location: English Channel
- Status: island, capital town - St. Helier
- Area: approximately 46 square miles / 118 square kilometres
- Population: approximately 95,000
- Language: English (some islanders also speak a Jèrriais type of Norman French)
- Currency: pound sterling with some Jersey specific notes / coins (GBP)
- Time zone: GMT / UTC and BST (British Summer Time), 5 hours from Eastern Standard Time
- Country dialing code: +44
- Jersey dialing code: 01534
- Average daily Jersey April temperature: 9°C / 47°F (high 11°C, low 5°C) (high 52°F, low 42°F)
- All non-European and non-EEA nationals (Europe Economic Area) must present a valid passport at an immigration control on arrival in Jersey.

For information on Things to Do in Jersey https://www.tripadvisor.co.nz/Attractions-g186230-Activities-Jersey_Channel_Islands.html

Getting There

During the summer Jersey is served by over 40 departure points across the British Isles, including both scheduled and charter flights. From London airports, including Gatwick, London City, Southend, Stansted there are up to 12 flights a day to the Island, with journey times of less than one hour.

www.webjet.com

www.jetabroad.com.au/

Registration Fees

Registration Fees for the 2016 Variety - the Children's Charity World Conference are as follows:

- US\$600 per attendee (before March 16)
US\$750 per attendee (after March 16)

Special Rate for Young Variety Members!

- US\$300 per Young Variety attendee (before March 16)
US\$450 per Young Variety attendee (after March 16)

For registration details: <http://varietyworldconference.com/registration/>

Accommodation

The Radisson Blu Waterfront Hotel, Jersey is on the attractive Elizabeth Marina with access to St Aubin's Bay. The hotel is just 5 minutes' walk from the town centre, the financial district and excellent shopping facilities. The hotel's 195 rooms and suites are fitted with flat-panel LCD televisions, air-conditioning and free high-speed Internet access. All hotel guests can access the state-of-the-art Health Club which includes a pool, sauna, steam room and fitness centre. The Fabriah Beauty Salon offers treatments from massages to manicures along with a hair salon.

Pricing for accommodation, including breakfast and Wi-Fi, and available for two days before the conference and one day following, is:

- | | |
|---------------------|--------------------------|
| • Standard | Single £125; Double £135 |
| • Standard sea view | Single £140; Double £150 |
| • Business sea view | Single £160; Double £170 |
| • Junior Suite | Single £205; Double £215 |

<https://www.radissonblu.com/en/hotel-jersey>



2016 Variety Conference Programme

Time	Wed April 27	Thurs April 28	Friday April 29	Saturday April 30	Sunday May 1
7:00	Conference Office Open	Conference Office Open	Conference Office Open	Conference Office Open	Conference Office Open
7:15 - 8:00	Board Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Morning	VI Board Meeting	Delegate Welcome Key Note Speaker	Professional Development - Diversifying Income	Professional Development - Workshops & Fundraising Innovation	AGM
	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break
	VI Board Meeting	Fundraising Innovations from around Variety	Professional Development - Donor Engagement	Professional Development - Workshops & Fundraising Innovation	Conference wrap up
		Combined ED/CB Meeting	CB Meeting ED/CEO Meeting Young Variety Meeting	- Board Candidate Presentations	
Afternoon	Lunch	Lunch	Lunch	Lunch	
		- Media, Corporate & Innovation Awards	- Grant Awards - 2017 Gold Heart Pin	- Mort Sunshine Awards - Presidential Citations - Young Variety Award	
	VI Board Meeting	Heart Award Presentations	Professional Development - Measuring our Work	Optional Children's Party Event or Free Time	
	Coffee break	Coffee break	Coffee break		
	VI Board Meeting	Regional Meetings - North America - Asia Pacific - Europe - Sth America - Africa / Middle East	Fun Activity		
Evening	VI Board Function	Welcome Party	Heart Awards Dinner	Variety Awards Gala Dinner - Catherine Variety Sheridan Award - Humanitarian Award - Sir James Carreras Award	

**Register now for
a conference not to be missed!**



www.varietyworldconference.com