

Location	Session
9:15 AM	
Salon J	(AF) The Right Insights for the Right Outreach at the Right Time, Brent Grinna, EverTrue
Salon CD	(MG) Campaigns as a Tool to Level Up and Change Organizational Culture: A Case Study, Erik Kiernan, CCS Fundraising and Adam Dawkins, Trinity Church
Salon AB	(TM) Proactively Managing Your Career, Panel Moderated by Libby Roberts, Lois L. Lindauer Searches
Salon I	(LM) Inside the CEO/CDO Relationship, Robert Brown and Scott Nichols, Boston University and David Woodruff, MIT (Moderator)
Falmouth	(CF) How to Level Up Foundation Support, Kate Neubauer, Intertidal Ventures and Neubauer Consulting Group
Salon H	(PG) Your Greatest Fundraising Fears: Legacy Gifts, Judy Sager, Whitehead Institute
Salon K	(RA) Segmenting by Success: Identifying Wealth and Philanthropy in YOUR Database, Melissa Bank Steпно, Target Analytics at Blackbaud
Providence	(SE) Tips from the Trenches, Special Events Planning & Execution, Nina Jung Gasparrini, BSO (Moderator), Courtney Hough, Bentley University and Marion Kassler, MGH
10:30 AM	
Salon AB	(AF) Building an Ongoing Culture of Philanthropy through Annual Giving, Hilary Smiley, Boston Children's Hospital Trust and Stephen Rodriguez, Phillips Academy
Salon CD	(MG) Pivoting - The Secret to Successfully Handling Difficult Donor Conversations, Anne Melvin, Harvard University
Salon I	(TM) Building Your Career by Successfully Transitioning Between Sectors, Panel Moderated by Bill Weber, Development Guild DDI
Salon K	(LM) Tools for Success, Norman Stein, Boston Medical Center
Falmouth	(LM) Boomer, Gen X, and Millennial Women: do they give differently?, Abbie Von Schlegell, A. Von Schlegell Co.
Salon J	(LM) Yes, You Need a Business Plan! Panel Moderated by Victoria Jones, Development Guild DDI
Providence	(CF) But How Do You Know It's Working? Outcome Measurement and Evaluation, Mary Hanifin, MGH and Labrini Nelligan, Lunder-Dinneen Health Education Alliance
Salon H	(RA) Prospecting for Peak Performance, Adam Martel, Gravyty and Ian T. Wells, Ian T. Wells & Associates
2:00 PM	
Salon K	(AF) How to Raise More Money with Multi-Channel Marketing, Marybeth Oskowski, Boston Latin School Association and Benjamin Schools, Simmons College

Providence	(MG) Moves Management, Seth Rosenzweig, Team IMPACT Inc.
Salon I	(TM) HR Recruiters Perspective: What Are They Looking For? Panel Moderated by Amy Bronson, Boston University
Salon AB	(LM) Trends in Fundraising, Brian Nevins, CCS Fundraising
Cancelled	(LM) *This session was cancelled* (Shifting Cultural Paradigms in the Practice of Philanthropy, Bithiah Carter)
Salon CD	(CF) How to Attract New Sponsors and Make Existing Relationships Work Harder for Your Nonprofit, Bill Alfano, Pan Mass Challenge
Salon J	(PG) Donor-Advised Funds: Panel Discussion from Various Perspectives, Amy Goldman, MIT (Moderator), Charlie Glassenberg, Combined Jewish Philanthropies, Kara Morin, Harvard University, Fiona Stephenson, TIAA Charitable
Salon H	(MC) Can Crowdfunding Jumpstart My Non-Profit's Fundraising? David Wang, Bamboo Bicycles Beijing and Beyond
3:30 PM	
Salon I	(AF) Fundraising Success for Organizations with No Alumni or Grateful Patients, A Panel Moderated by Julie Rafferty, Rafferty Communications Strategies
Salon K	(AF) The Use of Technology to Engage Every Generation, Greg McHale, Serial Social Entrepreneur, LetsAllDoGood (and Founder of BiddingForGood)
Salon CD	(MG) Making the Ask: Wait-what? You say that's the easy part? Christopher Thomas, American Cancer Society
Salon J	(TM) Managing and Motivating Employees to Achieve the Goals, Panel Moderated by Maureen Peña, The Peña Network (LM) The Ethics Game, Mary Doorley Simboski, CareDimensions
Falmouth	(LM) The Ethics Game, Mary Doorley Simboski, CareDimensions
Salon H	(LM) Partnering with CEOs, Boards, and Fundraising Volunteers, Kate Villa, CCS Fundraising
Salon AB	(CF) Meet the Funders - A Panel Discussion, Carla Cataldo, Proposals, Etc. (Moderator), Amy Hampe, Smith Family Foundation, Stephanie Guidry, The Boston Foundation, Laura Kurzrok, Eastern Bank Charitable Foundation
Providence	(MC) Storytelling for Nonprofits, Rachel Jellinek, Reflections Films and Jim May, Elizabeth Stone House