CIVICAMP MANCHESTER
1 DECEMBER 2023

CiviCRM®

Time	Session		
09:00 – 09:30	☕ **Arrival, Refreshments and Networking**		
09:30 – 10:00	👋 **Welcome to CiviCamp** William Mortada, Third Sector Design		
Room Allocation	**Main Hall - Ardwick Green**	**Workshop 1 - Gaskell**	**Workshop 2 - Mambu**
10:00– 11:00	💳 **Fundraising with CiviCRM** Izi Clery, Population Matters	🔍 **Visualising Your CiviCRM Data for Impact Reporting** Dave Moreton, Circle Interactive	🤝 **Intro to CiviCRM** Andy Clark
11:00 – 12:00	📈 **Getting data out of CiviCRM** Rebecca Tregenna, Third Sector Design	🔧 **Connect your website to a remote CiviCRM** Jaap Jansma, CiviCooP	📧 **CiviMail for Marketers** Becky Roberts, Red Hot Irons
12:00 – 13:00	🥪 **Lunch and Networking**		
13:00 – 14:00	🚑 **CiviClinic: Ask An Expert** Led by Matt Wire, MJW Consulting	🚀 **Power up your email communications: understand clicks, bounces, holds and how to do segmentation** Rich Lott, Artful Robot	🌱 **Using CiviCRM to Grow and Retain Your Supporter Base** Louise Melzack, compuco
14:00 – 15:00	📝 **Recent developments in SearchKit and FormBuilder** Coleman Watts, CiviCRM Core Team	🔄 **Building SaaS offerings with CiviCRM** Joe Murray, JMA Consulting	📅 **Getting the most from CiviEvents** Heather Oliver, Red Hot Irons
15:00 – 15:30	☕ **Break and refreshments**		
15:30 – 16:30	⚡ **Lightning Talks** Quick fire presentations from CiviCamp attendees		
16:30 - 16:45	👋 **Close**		
17:00	🚐 **Sprint Participants** If you are attending the sprint, there will be a coach waiting outside to take you to the venue.	🍺 **CiviSocial** Join us for a drink at the on the Piccadilly Tap located on the approach at Manchester Piccadilly Station. (M1 2GH)	

Venue: St Thomas Centre, Ardwick Green North, Manchester, M12 6FZ, Google Maps Location

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10:00 – 11:00

Fundraising with CiviCRM, Izi Clery, Main Hall

Izi Clery, Head of Fundraising and Engagement at Population Matters, will talk about how they use CiviCRM to support its fundraising efforts. This session will cover segmentation, personalisation, automated thank you messages, A/B testing and personal campaign pages. (All Users)

Visualising Your CiviCRM Data for Impact Reporting, Dave Moreton Circle Interactive, Gaskell

Dave Moreton, Director from Circle Interactive will talk about a project to hook up CiviCRM with data visualisation platforms and incorporate open data in the outputs. He'll look at the issues around security and anonymising data, and what Circle is aiming to release next year. The talk is aimed at people who are interested in data and reporting but will not be highly technical.

Intro to CiviCRM, Andy Clark, Mambu

This session is aimed at people who are using CiviCRM for the first time. Andy will take you through the basics of CiviCRM and how you can use it to manage contacts in your organisation. (All Users)

11:00 – 12:00

Getting data out of CiviCRM, Rebecca Tregenna, Main Hall

There are many ways that you can get data out of CiviCRM. Rebecca Tregenna, Project Manager at Third Sector Design will start with the standard reporting tools such as Search and Reports as well as some extensions that provide more options for reporting. She will also look at SearchKit and examples of how it can be used to run more complex reporting. This workshop is aimed at beginners and regular users of CiviCRM. No prior experience is assumed. (All Users)

Connect your website to a remote CiviCRM, Jaap Jansma, Gaskell

Jaap Jansma, from CiviCoop, will show at how you can connect an external website to CiviCRM using the Data Processor and Form Processor extensions. The point of this session is to show that you can access CiviCRM data in a separate system without the need for any programming skills. We will cover how to create an events list and event registration pages on the remote website, but a similar process would enable you to create a membership or volunteer portal or manage newsletter subscriptions. (Advanced Users)

CiviMail for Marketers, Becky Roberts, Mambu

This session will help you to use CiviMail – and the CiviCRM extension Mosaico – to build better relationships with your contacts and members. It will feature a step-by-step guide to creating a mailing in Mosaico. Learn how to personalise and enhance the style and readability of your mailings. These practical tips are aimed at helping you to increase the number of contacts who open and engage with your mailings. This session is for anyone who sends marketing/promotional emails - regardless of whether you have used CiviMail or Mosaico before you will take away ideas you can implement in your day-to-day role. (All Users)

13:00 – 14:00

CiviClinic, led by Matt Wire, Main Hall

This is an open question and answer session for anyone to bring their CiviCRM related questions to. Have a question specific to your CiviCRM set up? Come along to the CiviClinic to learn from other attendees on how to solve any CiviCRM bugbears or conundrums you have.

There will be a wealth of experience in the room including CiviCRM core team members, UK partners and others that have been using CiviCRM for years. This will be your chance to ask that question that you really wanted to know the answer to. (All Users)

Power up your email communications: understand clicks, bounces, holds and how to do segmentation, Rich Lott, Gaskell

Rich Lott from Artful Robot will look at how standard email marketing metrics are calculated and what that means for understanding your mailings' relative success. When does an email bounce, and what to do about it? How do you segment your list safely? Plus, they will touch on a few email-related extensions to help make this stuff more fun. (Intermediate Users)

Using CiviCRM to Grow and Retain Your Supporter Base, Louise Melzack, Gaskell

In this session, Louise Melzack, Chief Growth Officer from compuco will be taking a look at how you can take advantage of the features within CiviCRM in order to grow and retain your supporter base. With practical examples and discussion of how you can combine different parts of your platform to achieve these goals.

She will explore collecting informative data, making the most of existing records and cultivating new potential support. Combined with automation at scale to provide a tailored experience for your supporters to make them feel valued and engaged. With some extra tips and tricks, we will explore how Civi can be one of the most valuable members of your team!

14:00 – 15:00

Recent developments in SearchKit and FormBuilder, Coleman Watts, Main Hall

SearchKit and FormBuilder are recent additions to CiviCRM that make a huge improvement to how you can get data into and out of CiviCRM. Coleman Watts of the CiviCRM core team will give an overview of these two features and update on new developments. (Intermediate to Advanced Users)

Building SaaS offerings with CiviCRM, Joe Murray, Gaskell

Join Joe Murray, Principal from JMA Consulting, as he discusses SaaS offerings. JMA Consulting has deployed two SaaS (software as a service) offerings for clients based on CiviCRM, a highly customised Drupal/CiviCRM one with 850+ instances for Canadian charities needing a donor management system and a simpler WordPress/CiviCRM one with a few dozen instances for Business Improvement Areas in Ontario. They are currently working on a third offering with a client that will be focussed on community organising that will aim to integrate with a variety of client website technologies. This session will describe the special challenges in building, supporting, hosting and marketing these offerings. (Advanced Users)

Getting the most from CiviEvents, Heather Oliver, Mambu

Heather Oliver, Systems and Databases Director at Red Hot Irons will talk about all things CiviEvent. We'll briefly cover the basics so we can focus on managing more complex events. We'll cover delegate recruitment, management, and communications before we move onto some of the more advanced features you may wish to aspire to! This will include PriceSets and CiviDiscounts. Bring any CiviEvent questions with you or come along and share your event experience with others. To ensure you understand the basics and CiviCRM terminology, we'd recommend reading the online documentation prior to the session. (All Users)