






CHARITY RETAIL ASSOCIATION PRESENTS

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TUESDAY 27 JUNE		
7PM - 9.30PM	Pre-conference social	MANAHATTA 
WEDNESDAY 28 JUNE		
9.30AM	Exhibition opens, refreshments served	STUDIO ONE
9.30AM - 11AM	Registration	ENTRANCE HALL
11AM	Conference opens - welcome address Emma Peake, Chair and Robin Osterley, Chief Executive, Charity Retail Association	HALL D
11.15AM - 11.45AM	Plenary One - Putting charity retail at the heart of charity Paul Farmer, Chief Executive, Age UK	HALL D
11.55AM - 12.50PM	Focus Session A	VARIOUS ROOMS
12.50PM - 2.05PM	Lunch in exhibition area	STUDIO ONE
2.05PM - 3PM	Focus Session B	VARIOUS ROOMS
3PM - 4.15PM	Refreshments in exhibition area	STUDIO ONE
4.15PM - 5.10PM	Focus Session C	VARIOUS ROOMS
5.15PM	End of day programme	
6.45PM - 7.45PM	Drinks reception	KING'S SUITE (USE ENTRANCE 3)
7.45PM - 10.30PM	Awards dinner and ceremony	HALL D 
THURSDAY 29 JUNE		
8.30AM	Exhibition opens	STUDIO ONE
8.30AM	Registration for day only delegates	ENTRANCE HALL
9.30AM - 10.15AM	Plenary 2 and WOW! Factor Awards winners announced	HALL D 
10.15AM - 11.20AM	Refreshment break and exhibition	STUDIO ONE
11.20AM - 12.15PM	Focus Session D	VARIOUS ROOMS
12.15PM - 1.30PM	Panel Session: the social value of charity shops	HALL D
1.30PM	Conference closes	

PLENARY 1: PUTTING CHARITY RETAIL AT THE HEART OF CHARITY
Paul Farmer, Chief Executive, Age UK

“Charity retail is back on the front foot. How do we keep it there in the eyes of Trustees, senior leaders and local colleagues? I’ll draw from my experiences as Chief Executive of two charities which have a significant retail presence-Mind and Age UK. “



PLENARY 2: VOLUNTEERING POST-PANDEMIC: TRENDS, CHALLENGES AND OPPORTUNITIES
















Catherine Johnstone CBE, Chief Executive, Royal Voluntary Service

In this keynote presentation Catherine will discuss what we learnt about volunteering during the pandemic, what lessons we should play forward, and set out the current state of play for volunteering in 2023 and beyond.






















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<p>A1 WORKSHOP </p> <p>EQUITY, DIVERSITY AND INCLUSION - MOVING FROM TALKING TO ACTION <i>Ngozi Lyn Cole, Director, Lyn Cole Consultancy</i></p> <p>Most organisations have talked about EDI but few have a robust EDI strategy. 43% of employees said their organisations were initially willing to take action but this didn't last - Ipsos. Yet 65% of Black people experience racism; 1 in 10 from LGBTQI+ communities experience barriers; disabled people twice as likely to be unemployed. CIPD research links inclusion with employee satisfaction, creativity and reduced absenteeism. So we gain by being more inclusive. Join us to discuss how to move from words to action in a meaningful and authentic manner.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Increased awareness of the benefits of a more inclusive workforce • Increased understanding of how to carry out an EDI self-assessment • Improved awareness of how to develop an EDI strategy. 	<p>A2 MASTERCLASS </p> <p>THE BIG HELP OUT - GETTING THE NATION VOLUNTEERING <i>Ed Wilson, Volunteering Development Manager, Ramblers</i></p> <p>Hear from charities who helped to spearhead The Big Help Out, a national volunteering campaign linked to King Charles III's coronation. They will reveal their initial success stories from 8 May and the impact of being part of a national volunteering campaign and the media coverage that comes with it. Plus hear about their plans for converting a surge in interest into longer-term benefits and volunteering opportunities across the third sector.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • How to maximise being part of a campaign with lots of media focus • How to move people from taking part in volunteering opportunities to long-term volunteer • Understand the learning points from this campaign to apply to future volunteer recruitment activity. 	<p>A3 WORKSHOP  </p> <p>GETTING BUY-IN FROM YOUR PARENT CHARITY <i>Neeraj Sharma, Chief Executive, Daisy Chain Project Teesside</i></p> <p>We all know that too often charity retail can feel like a side project within a charity, rather than feeling fully integrated. Hear from the winner of the 'Most Supportive Chief Executive' for 2022 from CRA's awards about the support the wider charity provides to retail and how retail has been integrated through marketing, communications and even hosting board meetings in a shop.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Using a top down approach to fully integrate retail • Advice on joined up working across the charity • Quick wins and successes to keep everyone happy.
<p>A4 MASTERCLASS </p> <p>CENTRALISED VS DECENTRALISED ECOMMERCE MODELS <i>Andy Ostcliffe, Head of Ecommerce & Retail Innovation, Oxfam GB and Helen Voyce, Director of Retail, Trading & Social Enterprise, St Vincent de Paul Society (England & Wales)</i></p> <p>Many charities are considering whether to invest in a central location for ecommerce and connect in their regional or national shop network – or to do this at the location the donation is made – the shop itself. This session focuses on the merits of each approach - keep all your listing and ecommerce expertise in a single location (shop – to hub) or list from the shop. What challenges will you face? What will your customers expect? How do you engage volunteers and staff whilst delighting trustees?</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Shop model – advantages and delivery • Hub model – scale and challenge • Do both? What's the best of both worlds? • Costs and benefits. 	<p>A5 WORKSHOP </p> <p>THE POWER OF VISUAL MERCHANDISING <i>Kate McLoughlin, Project Manager, NCBI/ForSight and Paulo Almeida, Area Manager, NCBI/ForSight</i></p> <p>NCBI/ForSight has been on a visual journey, taking inspiration from the high street and other charity retailers to consistently re-invent and elevate our stores. This session aims to inspire other charities to follow suit by hearing our journey in creating simple VM guidelines to align our stores and create brand consistency. It will show the commercial impact of having a great store environment, the positive impact this has had on the bottom line and how higher retail standards command a greater ASP. The session will also demonstrate how to be creative with limited resource and encourage innovative thinking.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • The commercial impact of visual merchandising • How to create consistency across a varied estate • Creating a great store environment • How to be creative on a budget. 	<p>A6 WORKSHOP   </p> <p>FIBERSORT AND CLOSING THE TEXTILE-TO-TEXTILE LOOP <i>Majonne Frost, Head of Environment and Sustainability, Salvation Army Trading Company</i></p> <p>Find out how the innovative Fibersort technology has enabled the Salvation Army Trading Company to take the first step in textile-to-textile recycling. In this session we will discuss challenges and opportunities in closing the textiles loop and SATCoL's vision for the future. We will also discuss Extended Producer Responsibility (EPR) for textiles, what it means and what we can expect in the UK and Europe.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Learn more about the circular economy and textile-to-textile recycling • Learn more about Fibersort technology • Extended Producer Responsibility for textiles, what does it mean and what is happening in the UK and Europe.
<p>A7 MASTERCLASS </p> <p>'BEYOND THE EXPERIENCE': CHARITY SHOPS AS FANTASY, FEELING AND FUN! <i>Dr. Esther Pugh, Senior Lecturer, Leeds Business School, Leeds Beckett University</i></p> <p>Experiences are memorable events that engage individuals. In a world full of competing marketing messages, it is the genuine, true, and authentic experience that wins in consumers' minds. But the term is over-used today and misunderstood. In this session Esther will define how a powerful Bricks and Mortar Experience should look and feel, and how to combine its key ingredients: aesthetics, entertainment, education, and escapism. She will also expand on how you can create an enticing experience in different types of spaces, using a proven blueprint for success and encapsulating people, things, space, and time.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • To define the components of 'The Bricks and Mortar Experience' • To evaluate shopper perceptions, motivations, and behaviours today, in terms of 'The Experience' • To set out a blueprint for achieving 'The Experience' which will delight customers and make them return time and time again. 	<p>KEY:</p> <ul style="list-style-type: none"> SENIOR MANAGERS/ DECISION MAKERS  SHOP/FRONTLINE STAFF  LARGE/NATIONAL CHAINS  SMALL CHAINS  SUITABLE FOR ALL  	

















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<p>B1 DISCUSSION GROUP </p> <p>NETWORKING FOR SUCCESS <i>Facilitated networking by members of the conference planning group</i></p> <p>This session is aimed at encouraging networking amongst our members. The focus is on you to take part, share knowledge amongst your peers and come away with some new ideas – and most importantly some new contacts. The session will have a facilitator to help lead the conversation on the theme of collaborative working for success, but is very much about you getting involved and networking with each other!</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • New contacts within the sector for support and guidance • New ideas and ways of working collaboratively with your peers • Tips and tricks to take back to your retail operation and try out. 	<p>B2 WORKSHOP   </p> <p>PEOPLE AT THE HEART OF EVERYTHING <i>Trevor Johnson, CEO, Acorns Children's Hospice</i></p> <p>We succeed or fail through our people. They are also the representatives of our charities on high streets up and down the country, what do they say about your organisation and how can we fully engage and harness them to ensure that they deliver real 'Moments of Truth' to customers and supporters alike.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • How to align retail with the big picture • How to engage the charity leadership • How to create a positive culture • Being open, honest and transparent, how, why and how does it benefit? 	<p>B3 MASTERCLASS  </p> <p>STORE CONCEPT DESIGN <i>Scott Renton, Head of Store Development & Maintenance, Schuh</i></p> <p>Delivering a transformational new store concept for Schuh. Walk through the process to design and deliver a new store concept fit for purpose, on time and on budget. What does success look like?</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • What is the process to deliver a new store concept? • Why the spirit of collaboration is key • What is retail 'experience' really? • How to get bang for your buck • Roll-out: review, learn, adapt and improve.
<p>B4 MASTERCLASS </p> <p>SELLING ONLINE - IS IT EVEN WORTH IT? <i>Josh Bentham, Head of B2B Customer Success, Shopiigo and Chris Davies, Ecommerce Operations Manager, Prospect Hospice</i></p> <p>An interactive session delving into the true value of selling online within charity retail starting with the bare basics, and covering:</p> <ul style="list-style-type: none"> • The approaches you can take to set up your charity's ecommerce • The different models available – from centralised hubs to shop-led fulfilment • Categories to focus on and pricing strategies - to help you raise more from donated items. <p>A whistle-stop tour of cost-based analysis, average selling prices, trends to watch out for and valuable ecommerce insights will complete this session. Shopiigo will be joined by Prospect Hospice, who will share insights, facts and figures about their ecommerce journey – how they started from scratch and have grown a successful and profitable ecommerce operation in just 12 months.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Understand the true profitability of ecommerce • How to get started with your ecommerce operation • The pricing strategies that will help you raise more for your charity • The current trends in ecommerce and what's selling well. 	<p>B5 WORKSHOP   </p> <p>BOUGHT IN GOODS - HOW CAN THESE COMPLIMENT YOUR OFFER? <i>Abby Walker, Head of New Goods, Barnardo's and Matthew Keates, Operations Manager, White Brothers</i></p> <p>In a challenging retail landscape how do charity retailers capitalize on gaps in the market left by a declining high street and become "one stop shops" for their customers across a variety of new product ranges. Whether small community based shops, large format superstores or ecommerce sites, there are opportunities for donated ranges to be enhanced and new and existing customer needs to be met by adding bought in goods to the mix in a strategic way.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • What to consider when creating incremental bought in goods ranges • Tips to maximise repeat business on bought in goods ranges • What to consider when analyzing customer data to inform buying decisions • Pricing and display considerations when introducing bought in goods ranges. 	<p>B6 DISCUSSION GROUP   </p> <p>WE SWITCHED TO ELECTRIC VEHICLES - DO WE REGRET IT? <i>Paul Tate, Interim Director Retail and Trading, The Children's Society</i></p> <p>With a volatile energy market and lots of commentary claiming electric vehicles cost too much, have no range and are problematic to charge, should you consider making the move to hybrid, plug-in hybrid or full electric cars? Well, we did, and we'll share our journey, reflecting on the cost to employer and employee, real-life practicalities and experiences, as well as the difference it made to our CO2 emissions. With the challenge of recruitment and retention, we'll also explore salary sacrifice - allowing employers to offer EV's to non-fleet designated drivers too. As a panel session, you'll have the opportunity to meet and ask questions of the companies we worked with to make the transition to EV's.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Gaining a better understanding of the practicalities of running hybrid, plug-in hybrid or full electric vehicles • Understanding the cost to charity and employees in comparison to cars with internal combustion engines • An introduction to salary sacrifice and how it can enhance a charities' recruitment and retention offer.
<p>B7 DISCUSSION GROUP </p> <p>HOW SOCIAL MEDIA CAN DRIVE CUSTOMER LOYALTY <i>Athar Abidi, Head of Social, Cancer Research UK</i></p> <p>Social media is often seen as a way to solve any problem, but how can it help retail? What is the value of the core brand versus retail specific content to you? How should you approach local shop accounts? What's the difference between nice content and good content? This session will consist of a short presentation followed by Q&A from Athar Abidi who will talk about his experience at Age UK, BHF and most recently at RNLI, a charity with industry beating engagement rates, and how he has used those platforms to keep their brands front of mind when the time is right.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • How to leverage social media for retail • Do you need to have a retail account? • How to see your customers as amplifiers and advocates. 	<p>KEY:</p> <ul style="list-style-type: none"> SENIOR MANAGERS/ DECISION MAKERS  SHOP/FRONTLINE STAFF  LARGE/NATIONAL CHAINS  SMALL CHAINS  SUITABLE FOR ALL  	



















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<p>C1 MASTERCLASS </p> <p>COMMUNITY ENGAGEMENT, SUSTAINED GROWTH AND COMPETITIVE ADVANTAGE <i>Dermot McGilloway, National Retail Development Manager, and Mary Butterly, National Retail Coordinator, Society of St Vincent de Paul</i></p> <p>As we seek to differentiate ourselves from the competition in a crowded market, we need to establish what is unique about who we are and what we have to offer. Authentic and tailored community engagement provides a solid platform upon which to build sales, donations and volunteers and creates an opportunity to develop an offering that is as memorable and meaningful as it is compelling and unique.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • A framework to help identify sustainable competitive advantage • The role of community engagement in attaining that advantage • The correlation between tailored community engagement and sustained growth in sales. 	<p>C2 WORKSHOP </p> <p>BUILDING RESILIENCE AGAINST ADVERSITY <i>Khesha Patel, Equality, Diversity, Equity & Inclusion Consultant, The Diversity Trust</i></p> <p>This session allows everyone to look at ways they can learn from experience. We will look at case studies which will allow delegates to think about how they have coped with hardships in the past. We'll explore a range of skills and strategies that help people through difficult times. Identifying key features of resilience and delving into the four areas of training that can improve resilience will allow us to focus on being solutions oriented, which will also be covered along with sharing a long term plan to improve resilience.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Create a safe learning environment to explore the question: how can we build resilience? • Understand what is meant by resilience • Identify the key features of resilience • Explore resilience, wellbeing, and positive mental health • Understand the techniques for growing your resilience • Appreciate why resilience is so important right now. 	<p>C3 MASTERCLASS </p> <p>CHARITY SUPER.MKT <i>Maria Chenoweth, Co-Founder, Charity Super.Mkt &, CEO, TRAIID and Wayne Hemingway, Co-Founder, Charity Super.Mkt & Partner, HemingwayDesign</i></p> <p>Everyone's talking about the UK's latest revolutionary retail concept and at last its charities that are grabbing all the headlines. Hear from Charity Super.Mkt, its objectives and achievements and from some of the great charities that have participated and what they think of it all!</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • What collaborative working can achieve? • A new business model • What charities should be saying to the world of fashion retail.
<p>C4 WORKSHOP   </p> <p>MAXIMISING THE POTENTIAL OF YOUR EBAY SHOP <i>eBay for Charity team</i></p> <p>In this session, you will hear from the eBay for Charity team on how to maximise your eBay shop through tapping into the customer mindset, building sales strategies using insights tools and understanding the growth potential of e-commerce for charity retailers.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Understand how to utilise eBay's customer engagement and promotional tools effectively • Introduce Terapeak, eBay's insights tool to help you understand which products and categories are performing well on the platform • Best practice for listing in key categories relating to your inventory • Have your questions asked by the eBay for Charity team. 	<p>C5 WORKSHOP   </p> <p>MAKING THE MOST OF YOUR SPACE <i>Vicki Burnett, Senior Consultant, The Charity Retail Consultancy</i></p> <p>Investing in retail space is a big commitment – so it's vital that you make the very most of every inch! This session will introduce the principles and benefits of good space management. It will also give practical ideas and guidance on how to ensure you're making the most of the space you have in your shops. The session will be interactive, with exercises and discussion for everyone to join in.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Understanding the importance of space management • How to compare space and sales in your shop • How to make good decisions about your shop floor layout • How to make the best use of your fittings • Applying space management to different types of store. 	<p>C6 WORKSHOP </p> <p>ACHIEVING NET-ZERO <i>Beth Mukushi, Head of Supporter Services, SCVO</i></p> <p>With a growing push from boards for charities to work towards being carbon neutral, how can we do this within retail, when we have lots of shops, each with their own unique features and lots of travel of both goods and people across the chain. Hear about how to assess your current carbon footprint and start to devise strategies for reducing this.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Identify practical guidance and solutions to make internal changes • Hear how to monitor and benchmark your progress towards being net-zero • Share successes from other organisations who are on this journey.
<p>C7 DISCUSSION GROUP </p> <p>WORKING WITH CONTENT CREATORS: THE INSIDE STORY <i>Lauren Alger, Marketing Manager & Content Creator, Instagram, TikTok</i></p> <p>Join this focus session to hear from content creator Lauren Alger about her work with some of our members on promoting their shops online. Lauren will share her insight into what works best when collaborating with a content creator and how she increases your online awareness and engagement through her shop visits and posts. Find out about the impact of this work and what it could mean for your engagement with Gen Z and second-hand shoppers.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • How using a content creator can work for you • The possible return on investment in terms of impact • Tips and ideas to take away and apply to your retail marketing strategy • Engagement advice for targeting eco-conscious shoppers into your stores. 	<p>KEY:</p> <ul style="list-style-type: none"> SENIOR MANAGERS/ DECISION MAKERS  SHOP/FRONTLINE STAFF  LARGE/NATIONAL CHAINS  SMALL CHAINS  SUITABLE FOR ALL  	

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<p>D1 MASTERCLASS </p> <p>SOCIAL RETURN OF CHARITY SHOPS <i>Tim Goodspeed, Technical Lead (SVUK) and Social Value Consultant (morethanoutputs)</i></p> <p>CRA have commissioned an SROI (social return on investment) study of charity shops. We aim to share the final report later in the year. Ahead of publication, we will hear in this session some of the results and findings from this piece of work.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • What is social value and social return on investment? • The social value charity retail creates for customers, donors, volunteers and staff (initial findings of the study) • How you and your charities can use these findings and next steps. 	<p>D2 MASTERCLASS   </p> <p>DEVELOPING & OPERATIONALIZING A VOLUNTEERING STRATEGY <i>Sarah Boardman, Retail Volunteering Operations Manager and Jo Wright, Volunteer Engagement Manager, British Heart Foundation</i></p> <p>From gathering meaningful insight to inform your strategic plan to ensuring it is brought to life, we will share with you the opportunities and challenges faced when launching a new volunteering strategy designed to have measurable impact.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • How to ensure you are being led by insight • Importance of stakeholder buy-in • How to bring your strategy to life • How to measure the impact and success of your strategy. 	<p>D3 MASTERCLASS / DISCUSSION GROUP </p> <p>QUO VADIS - THE FUTURE OF CHARITY RETAIL <i>Robin Osterley, Chief Executive, Charity Retail Association, plus guest panellists</i></p> <p>Where is charity retail going? What is it all going to look like in 5 or 10 years' time? Will we still have bricks and mortar? Will we be able to automatically list items on websites without manual intervention? Will we be overtaken by greenwashing by commercial retailers? Will we even still exist? Join our Chief Executive and a panel of leading figures from the charity retail sector in this blue sky session which will explore these questions. And bring your crystal ball!</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Expanded horizons • New thoughts and possibilities • Fresh approaches • Probably, more questions!
<p>D4 MASTERCLASS  </p> <p>HOW RETAILERS SLASHED SHRINK FROM 15%+ TO 0.07% <i>Paul Bessant, Founder, Retail Knowledge</i></p> <p>Retail Risk Founder, Paul Bessant, has not only lived through one of the most important eras in retail's fight against crime, but he has also been instrumental in helping to shape it. In this all-new presentation, Paul offers a blueprint for charity retailers to transform their loss prevention operations using the same strategies that have shown themselves invaluable around the world in fighting crime and reducing retail loss.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Tangible loss prevention actions to reduce loss • An understanding of the current retail crime landscape • Key pointers on where to turn for help • An appreciation of the journey high street retailers have successfully travelled and charity retailers can too • Horizon scanning for what new threats are likely to develop. 	<p>D5 WORKSHOP </p> <p>POP-UP SHOPS, ALL SHAPES AND SIZES <i>Caroline Jones, Area Manager, British Heart Foundation, Natasha Spyrou, Store Development Manager, Shelter and Sharon Gills, Head of Retail, Hospice in the Weald</i></p> <p>Exploring the different types of pop-up shops from single day events to longer term. Identifying what works in what location and with what target audience. Building a really easy to use concept with low cost and maximum gain through tried and tested methods. Includes top tips for success, including strategies to ensure swift set up, optimum location and timings.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Understanding the basics of a pop-up shop • How pop-up shops can support sustainability and connect with donors • Learn how to successfully find the right property to use as a pop-up shop • Take away tried and tested ways to minimise risk and maximise success. 	<p>D6 WORKSHOP   </p> <p>FASHION FOR SOCIAL CHANGE - SHELTER SCOTLAND X SCOT:REDESIGN <i>Becky O'Hagan-Tait, Area Manager East and Alex Owens, Area Manager West, Shelter Scotland</i></p> <p>Shelter Scotland retail use fashion to connect with people about the critical issues we are battling - to start a conversation around unfit housing, the housing emergency and homelessness. Using the power of fashion as a tool to communicate, we can also start conversations about sustainability and re-use. This gives us many unique opportunities to lead discussions in a creative and engaging way. This session explores the opportunities this creates.</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Exploring the wider opportunities available to the charity sector • Engagement with a wider audience • Understanding impact beyond the shop • Promoting sustainability to a wider audience • Exploring how charity retail establishes themselves as sustainability sector leads.
<p>D7 DISCUSSION GROUP  </p> <p>THE MARKETING ROI CONUNDRUM - FOR SMALLER CHARITIES <i>Julian Temblett, Associate Consultant, The Charity Retail Consultancy</i></p> <p>Measuring the return on investment for marketing and campaigns is a big challenge for smaller charity retailers. And without compelling evidence when budgets are so tight, it's risky investing in marketing without proof of the benefits. But all is not lost! The session will cover what to measure and how to measure it; how to use 'sales funnels' to pinpoint certain performance problems; and the importance of testing and learning and wider insight. And there will be plenty of examples and discussions along the way. No silver bullet, but definitely light at the end of the tunnel!</p> <p>SESSION OUTCOMES:</p> <ul style="list-style-type: none"> • Learning what to measure and how to measure it • Understanding about 'sales funnels' and how to use them • The importance of testing and learning • How to put the strongest case forward when ROI isn't clear. 	<p>KEY:</p> <ul style="list-style-type: none"> SENIOR MANAGERS/ DECISION MAKERS  SHOP/FRONTLINE STAFF  LARGE/NATIONAL CHAINS  SMALL CHAINS  SUITABLE FOR ALL  	

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