



Relationship
Marketing

Client Conference 2011

It's an intense, high-value, detailed and inspirational conference for you, our clients.

It's free.

It's subject is

'The relentless pursuit of excellence.'

***How can we all raise more money
from your telephone fundraising?***

Bringing donors closer to you, our clients.



8th-10th February 2011

Inch Hotel, Loch Ness

The content

A range of seminars, workshops, surgeries and working groups on the following topics:

Increasing income

Scripts

Creative

Products

Data & targeting

Caller inspiration

Client inspiration

Client/agency teambuilding

Inspirational fundraising

Simplicity in fundraising

Best practice

Feedback from callers

Presenting your cause

Individual effectiveness

... and much more.

And, of course, anything else that you need in order to drive your telephone fundraising results to the next level.

The team

Our callers

Some of our most experienced callers will be running surgeries on 'What do we need from you to raise more money?'

Our DICE team

Our data and creative experts will be here to help with targeting powerful messages to the right people.

Call centre management

Work out how campaigns work best with the people who deliver them every day.

Giles Pegram

30 years director at the NSPCC. £2m to £150m annual income. Full Stop raised £277million. He will be here to answer questions on all things fundraising.

Ken Burnett & Alan Clayton

The Hadron Collider of fundraising. Watch things spin round and round until there is an almighty explosion.

Kathy

Gordon

Steve

Hugh

and, most importantly;

*YOU,
25 of our clients.*

The details

When is it?

Starts: 1.30pm
Tuesday 8th February 2011

Finishes: 2:30pm
Thursday 10th February 2011

Where is it?

**Inch Hotel, Fort Augustus,
Loch Ness, Scotland.**

A mind focuses best when it is set free, so this country house in its awesome, inspiring surroundings is perfect for getting the best out of you and the team working with you.

For more information see www.inchhotel.com



How do I get there?

- You can drive (three hours from Edinburgh or Glasgow) Driving directions at www.inchhotel.com.
- You can get the train to either Inverness or Fort William.
- You can fly. The best flights to get are:

Tuesday 8th February	Flybe: Depart Gatwick 09.30am, arrive Inverness 11.10am
Thursday 10th February	Flybe: Depart Inverness 5.10pm, arrive Gatwick 6.50pm

What is the cost?

This conference is free. All accommodation, meals, seminars and sessions are included. As long as you can get yourself there, and bring a few quid for a drink, everything else is on the house.

What do I need to do now?

- Email gordon@relationshipmarketing.org.uk to confirm you are coming.
- Book your transport.
- Let us know where and when you will be arriving and we will arrange your transfer.

*We look forward to wishing you
a happy and prosperous new year.*