

NOVEMBER 2005

CCR Data Ltd hold a successful first Not For Profit Training Event

Representatives from charity and arts organisations gathered at Hampstead Theatre recently for the Behind The Scenes training event which focused on the practicalities of marketing and fundraising campaigns. An extremely interesting and thought provoking day was enjoyed by fundraisers and marketers alike with presentations, breakout sessions, clinics and plenty of networking!

Speakers included Andrew Thomas from Charity Consultants Ltd, James Milligan from DMA, David Fullbrook from Royal Mail, Orian Brook from Audiences London and Pete Warman from Royal Festival Hall. Topics covered included Major Donor Research, Data Protection, Data Management, Mosaic Profiling and the Royal Festival Hall's Capital Campaign.

Edward Spicer MD commented;

"We are delighted that the event was so successful, it was incredibly useful for professionals in this industry to have time to network and pick up ideas. We wanted to bring an affordable and accessible one day training event to share some industry expertise and I am extremely pleased that such positive feedback was received."

Delegates attended from across the country and spanned large and small organisations alike from national organisations including Shelter, Sadlers Wells, Welsh National Opera and The Scout Association right through to smaller regional organisations including Exeter Phoenix, Quay Arts Centre and The Drake Music Project.

Feedback following the event was extremely positive and has resulted in a re-run of Behind The Scenes being planned in June 2006 to allow organisations who missed out to benefit from the experience. In addition to the event in June, a follow up event with a new programme will be held in November 2006.