

Session Name*	Date*	Start Time*	End Time*	Tracks	Location	Description	Speakers
Arrival and registration	10/08/2024	08:00 AM	09:00 AM		Gallery	<div>Arrival and registration - breakfast available.</div>	
Welcome to Day 1 - ENCC D.C. 2024	10/08/2024	09:00 AM	09:10 AM		Arlington Forum	<div>Welcome! Austin will take you through Day 1, cover housekeeping items like how the program is organized, building WiFi, a layout of the building, fire/health safety, and more.</div>	Austin Dressman
Introduction to ENCC D.C. 2024	10/08/2024	09:10 AM	09:25 AM	Keynote	Arlington Forum	<div>Our President and Chief Operating Officer, Clint O'Brien, will review recent milestones, provide updates on key projects, and raise the curtain on some exciting new developments in the EN community.</div>	Clinton O'Brien
Stories from the Field: WWF and TNC share their journey to Engaging Networks, success stories and strategies for the future	10/08/2024	09:25 AM	09:50 AM	Case Study	Arlington Forum	Join leaders from the World Wildlife Fund and The Nature Conservancy in this panel discussion about their transition to Engaging Networks; how they got started, what has been achieved, and what is next.	Michael Lewis,Molly Kelly,
Get your fundraising up with a multistep donation lightbox	10/08/2024	09:50 AM	10:15 AM	Case Study	Arlington Forum	Are you interested in maximizing gifts for your next campaign? Join our session to learn how Rainforest Action Network launched a multistep donation lightbox to supercharge their EOY giving. We'll review the strategy and design process behind the project and how these new capabilities were integrated directly into RAN's WordPress website.	Fernando Santos,Stef Jone
MORNING BREAK	10/08/2024	10:15 AM	10:35 AM		Gallery	<div>A 20 minute comfort break.</div>	
Working with Limited Capacity: Light Lifts to Maximize Returns	10/08/2024	10:35 AM	11:00 AM	Case Study	Arlington Forum	Are you working on a small team with limited capacity? Me too. Come to this session to learn how to use light lifts using the latest features in Engaging Networks to maximize your returns for the minimal amount of effort. You'll learn about the power of upsell lightboxes, next suggested gifts, non-opener resends, and more.	Sydney Moyer
Academy: Accessibility for All - Making Your Forms Accessible	10/08/2024	11:05 AM	11:40 AM	Academy	Arlington Forum	<div>Accessibility doesn't stop with your website. It's just as important to make sure your forms are accessible to all. In this session, we will cover the basics of web accessibility, how web accessibility applies to your forms, and how to use the Accessible Templates in the Engaging Networks library.</div>	Andi Salinas
Academy: SMS in EN - How to get started	10/08/2024	11:05 AM	11:40 AM	Academy	Gateway	<div>Learn from Room to Read and Raise the Roots on how to get up and running with the new SMS tools in Engaging Networks. We'll provide lessons learned, practical step-by-step instructions, and best practices that you can take back to work.</div>	Brandon Fuller

Academy: Lab Report: Experiments in Retaining Sustainers	10/08/2024	11:05 AM	11:40 AM	Academy	Georgetown	<div>Using both out-of-box tools and API tools in Engaging Networks, we've been experimenting with how large sustainer programs can reduce attrition to payment problems. This is our Lab Report on our findings to date.</div>	Jake Martin White
Workshop: Creating an Upsell Lightbox	10/08/2024	11:40 AM	12:10 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine powerful donation form features that will help organizations raise more money and win more campaigns.</div>	
Workshop: Hidden Gems within EN Forms	10/08/2024	11:40 AM	12:10 PM	Workshop	Gateway	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create or refine powerful donation form features that will help organizations raise more money and win more campaigns.</div>	
Discussion: Data Integration Planning & Strategy	10/08/2024	11:40 AM	12:10 PM	Discussion	Georgetown	<div>A deep dive into data integration strategies within the Engaging Networks platform, featuring practical use cases and expert-led guidance. Led by EN experts, we'll discuss what's working, what's not and current trends.</div>	John Siemiatkoski
LUNCH	10/08/2024	12:10 PM	01:10 PM		Gallery		
Engaging Networks Jeopardy	10/08/2024	01:10 PM	01:35 PM	Fun	Arlington Forum	<div>Join us for a thrilling edition of Engaging Networks Jeopardy. It's time to unleash your competitive spirit and show off your expertise in all things Engaging Networks, fundraising, advocacy and more!</div>	Sean Dotson
This or That: Results from Email and Donation Form Testing	10/08/2024	01:35 PM	02:00 PM	Case Study	Arlington Forum	<div>The team from Interactive Strategies shares surprising insights from years of testing emails, donation forms, and more with nonprofit clients. Chris and Hannah will engage the audience in choosing which of two versions of an email or form performed best in their tests. Learn best practices for conducting statistically significant tests and discover how to interpret results to boost conversion rates, response rates, and average gift sizes.</div> <div> </div> </div> </div> </div> </div> </div>	Hannah Leigh-Brown,Chris
Trailblazing Best Practices: Launching WWF on Engaging Networks	10/08/2024	02:00 PM	02:25 PM	Case Study	Arlington Forum	Thinking about refreshing or enhancing your Engaging Networks pages? Join Laura Lofgren (WWF) and Bryan Casler (4Site) to discover how they planned, developed, and launched world-class fundraising and advocacy pages for the World Wildlife Fund on Engaging Networks. They share practical tips and recommendations for organizations of all sizes looking to leverage EN pages.	Laura Lofgren,Bryan Casler

Cross-Disciplinary Lessons in CRM Integration	10/08/2024	02:30 PM	03:05 PM	Case Study	Gateway	<div>Purple Otter will delve into how Human Rights Watch (HRW) utilizes Engaging Networks and</div><div>Salesforce, providing context into the history, the complex requirements, what</div><div>each party has learned through the process and what they hope to implement in the future.</div>	Jennifer Cho,Jake Martin V
Academy: An Overview of EN Segments	10/08/2024	02:30 PM	03:05 PM	Academy	Gateway	<div>Our Senior Director of Product, Dan Szymczak, will walk you through the latest and greatest tool in Engaging Networks.</div>	Dan Szymczak
Academy: Fostering a Feedback-Driven Culture	10/08/2024	02:30 PM	03:05 PM	Academy	Georgetown	<div>Discover strategies for building an organizational culture that embraces feedback, fosters open communication, and encourages innovation through testing and adaptability.</div>	
Workshop: Converting Profiles & Queries to Segments	10/08/2024	03:05 PM	03:35 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine profiles and queries in EN Segments that will help organizations win more campaigns.</div>	
Workshop: TBD	10/08/2024	03:05 PM	03:35 PM	Workshop	Gateway	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create or refine powerful donation form features that will help organizations raise more money and win more campaigns.</div>	
Discussion: Testing and Making Changes	10/08/2024	03:05 PM	03:35 PM	Discussion	Georgetown	<div>Discuss how to build an organizational culture that encourages feedback and change. Led by EN experts, we'll discuss what's working, what's not and current trends.</div>	
AFTERNOON BREAK	10/08/2024	03:35 PM	03:50 PM		Gallery	<div>A 15 minute comfort break.</div>	
Panel: The High-Stakes Reality of PCI-DSS Version 4.01 - Is Your Fundraising at Risk?	10/08/2024	03:50 PM	04:20 PM	Panel	Arlington Forum	<div>Maintaining the security of payment card transaction data is of the utmost importance. The Payment Card Industry (PCI) has released new requirements for the Data Security Standard (DSS). Come learn what this means for merchants, integrators, partners, and Engaging Networks. We all have a role to play.</div>	Anthony Martin,Bryan Cas
Keynote: Engaging Networks Roadmap 2024	10/08/2024	04:20 PM	04:50 PM	Keynote	Arlington Forum		Dan Szymczak
Day 1 Wrap-up and what's on tomorrow	10/08/2024	04:50 PM	05:00 PM		Arlington Forum	<div>We reflect on Day 1 of ENCC D.C!</div>	Marcie Lenaghan
ENCC D.C. Opening Reception	10/08/2024	05:00 PM	07:00 PM	Fun	Gallery	<div>Join us in the Convene 30th Floor Gallery for drinks, hors d'oeuvres and networking to celebrate ENCC D.C!</div>	
Arrival and registration	10/09/2024	08:00 AM	09:00 AM		Gallery	<div>Arrival and registration - breakfast available.</div>	
Welcome to Day 2 - ENCC D.C. 2024	10/09/2024	09:00 AM	09:10 AM		Arlington Forum	<div>Welcome! Austin will take you through Day 2, cover housekeeping items like how the program is organized, building WiFi, a layout of the building, fire/health safety, and more.</div>	Austin Dressman

Keynote: **Announcing in September**	10/09/2024	09:10 AM	10:10 AM	Keynote	Arlington Forum	<div>We will announce our keynote speaker and update the program here in early September.</div>	
MORNING BREAK	10/09/2024	10:10 AM	10:30 AM		Gallery	<div>A 20 minute comfort break.</div>	
Panel: Election 2024	10/09/2024	10:30 AM	11:15 AM	Panel	Arlington Forum	Join an all-star panel of election year experts discuss current messaging strategies, supporter demographic trends, and how to respond regardless of the election outcome in November.	Ashley Wilson,James Servi
Mapping and Mobilizing - Canada's Captive Wildlife	10/09/2024	11:20 AM	11:55 AM	Case Study	Arlington Forum	<div>World Animal Protection Canada wants to change the way you think of captive animals escapes. We've all seen the headlines and photos: "Giraffe escapes down main street", "Anaconda found in daycare", "Tigers roam downtown after escape from zoo". The stories are sensationalized and within 24 hours we move on - treating them as isolated incidents; rare and harmless. </div><div> </div><div>Through the Captive Wildlife map, World Animal Protection Canada has documented more than 200 exotic animal escapes, attacks and disease outbreaks in Canada over the last 40 years. This amplifies the problem and places the focus on the patchwork of rules and policies across municipalities that do little to protect our communities and very often leads to animal deaths. </div><div> </div><div>The Captive Wildlife Map is tool for journalists and activists: documenting incidents and mobilizing communities to advocate for legislation that will protect animals and communities. </div><div> </div><div>This session will cover a number of innovative approaches developed by Grassriots to support a rich data experience and flexible campaigns architecture on Engaging Networks. This includes linking Google Sheets, MapBox, and Engaging Networks to allow for dynamic updating of content, campaign linking, and visualization. </div><div> </div><div>In addition, we will present a range of case studies and insights drawn from our extensive experience in mapping visualizations. These examples will highlight key learning outcomes, and demonstrate effective visualization techniques that can drive engagement and advocacy impact.</div></div>	Jeffrey Frey,Ryan Baillargeo

Academy: Leveraging AI Driven Media to Fast Track Success	10/09/2024	11:20 AM	11:55 AM	Academy	Gateway	<div>This session will introduce you to cutting-edge AI tools and technologies that can amplify your impact by enhancing content creation, personalizing engagement, and optimizing data analytics.</div>	Steven Tran
Academy: Advocacy Hidden Gems	10/09/2024	11:20 AM	11:55 AM	Academy	Georgetown	<div>Discover underutilized advocacy features, page optimization strategies, and tools to effectively convert supporters into donors.</div>	Sean Dotson
Workshop: TBD	10/09/2024	11:55 AM	12:25 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine powerful features that will help organizations win more campaigns.</div>	
Discussion: AI Trends in the Nonprofit Space	10/09/2024	11:55 AM	12:25 PM	Discussion	Gateway	<div>Discuss how your organization is currently utilizing AI as well as future plans. Led by EN experts, we'll discuss what's working, what's not and current trends.</div>	
Workshop: EN Advocacy Tools TBD	10/09/2024	11:55 AM	12:25 PM	Workshop	Georgetown	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine powerful advocacy features that will help organizations win more campaigns.</div>	
LUNCH	10/09/2024	12:25 PM	01:20 PM		Gallery		
Movement Break - Chair Yoga	10/09/2024	01:20 PM	01:25 PM	Fun	Arlington Forum		
Panel: Crowdsourced Peer to Peer Fundraising	10/09/2024	01:25 PM	01:50 PM	Panel	Arlington Forum	Whether you are currently doing peer to peer fundraising or considering starting come join this interactive conversation about Peer to Peer fundraising in today's environment. Topics will include everything from DIY and third party fundraising to old school walks and 5ks.	Mark Becker, Marcy Fritter
Getting Your Message Into Donor's Inboxes	10/09/2024	01:50 PM	02:15 PM	Case Study	Arlington Forum	In this session, we'll look at ways to ensure your email messages reach supporters inboxes.	Gabby Green, Molly Kelly
Choose your own adventure: Designing supporter-led email marketing campaigns	10/09/2024	02:15 PM	02:40 PM	Case Study	Arlington Forum	<div>Communicating the breadth of your organization's work is challenging, and increasingly a monthly newsletter just doesn't engage supporters. Bread for the World, an advocacy non-profit who seeks to end hunger, piloted a unique approach to email marketing, allowing supporter actions to determine their email marketing path. Based around Bread's core engagement actions: Pray, Act, Give, this new approach saw a significant increase in online advocacy, sign ups, and donations, when compared to their previous monthly e-newsletter strategy.</div>	Susanna Bean-Jones
AFTERNOON BREAK - Ben & Jerry's Sundae Party!	10/09/2024	02:40 PM	03:00 PM		Gallery	<div>A 20 minute comfort break and Ben & Jerry's Sundae Party!</div>	
EN Optimized: Tools, Customization, and Testing Success with WETA	10/09/2024	03:00 PM	03:25 PM	Case Study	Arlington Forum	TBD	Michelle Jiles, April Dietrich

Click, Set, Grow: 5 Marketing Automations for Success	10/09/2024	03:30 PM	04:05 PM	Case Study	Arlington Forum	<div>Looking for ways to keep your supporters engaged? Feel like you're sending the same email every day? week? Month? Join us as we explore 5 essential marketing automations to streamline your email strategy and enhance supporter engagement!</div><div> </div>	Carie Wilt,Jess McLean
Academy: 🌑🌙 Turn Down the Lights: Email Dark Mode Tricks & Marketing Tools Tips!	10/09/2024	03:30 PM	04:05 PM	Academy	Gateway	<div>Let's dive into the world of dark mode optimization and Engaging Network's Marketing Tools. Discover tricks to enhance your email design for dark mode and learn other tips on EN's Marketing Tools that can elevate your campaigns. Whether you're aiming to boost engagement or streamline your marketing efforts, this session will provide the insights and tips you need to succeed.</div>	Maan Sacdalan
Academy: Email Deliverability and Risk Mitigation	10/09/2024	03:30 PM	04:05 PM	Academy	Georgetown		Gwynne Dixon
Workshop: Converting Email Classic Templates to Marketing Tools	10/09/2024	04:05 PM	04:35 PM	Workshop	Gateway	<div>TBD</div>	
Workshop: Building Your Own Marketing Tool Templates	10/09/2024	04:05 PM	04:35 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to build powerful, new Marketing Tools templates.</div>	
Discussion: Email Deliverability and Fatigue	10/09/2024	04:05 PM	04:35 PM	Discussion	Georgetown	<div>A discussion on tackling email fatigue and improving deliverability by addressing the often-overlooked challenges in email marketing.</div>	
Day 2 Wrap-up	10/09/2024	04:35 PM	04:45 PM		Arlington Forum	<div>We reflect on ENCC D.C.</div>	Marcie Lenaghan