



**FIRST CALL FOR EXPRESSIONS OF INTEREST**

**IN PRESENTING AT**

## **Connecting Up 2011**

**Conference theme: Reboot Your Nonprofit**

*Control your position in the sector, Alt(er) your perception of On-line tools, Delete your fear of Change*

**1-3 June 2011**

**Melbourne, Australia**

**(Crown Convention Centre - Southbank)**

The Connecting Up Conference is a three-day interactive event for learning and thinking strategically about how innovation and technology can improve the operations and outcomes for Australia's nonprofit sector.

Connecting Up 11 picks up on a number of recent nonprofit sector studies and discussions on social innovation, capacity development and social enterprise. Where does technology intersect with these strategies? Technology provides new media to reach new audiences and provides capability for replication and growth, but it needs to be driven from a strategic viewpoint by innovators and decision makers.

After twelve months of research throughout Australia's nonprofit sector, CUA recently published the results of *The Listening Project* [www.connectingup.org/listening-project-report](http://www.connectingup.org/listening-project-report), which showed that decision makers in nonprofits are keen to upgrade their technology systems and websites but struggle with the options and finding suppliers. There are many applications from creating efficiency operationally, to marketing and fundraising via the web or mobile technologies to service delivery.

This is about strategic direction and planning for the future with sessions and workshops to answer what, why, when, how?

This is the 7th in an annual conference series organised by Community Information Strategies Australia (CISA) Inc, t/a **Connecting Up Australia**

**Details at [www.connectingup.org](http://www.connectingup.org)**

# Connecting Up 2011

## **Reboot** your Nonprofit

*Switch off the office and re-format your business and technology strategy*

### Conference Goals

- To provide a platform for innovative communities, businesses and governments around Australia to share their experiences, successes and lessons learned from programs and projects designed to change their 'world', whether it be a neighbourhood or a nation.
- To promote the benefits of technology for disadvantaged and isolated communities.
- To provide opportunities for like-minded nonprofits, communities, governments and businesses to build networks and develop programs and projects.
- To continue the momentum towards a national approach to ensuring that the technology capacity of nonprofit organisations allows them to effectively operate and harness opportunities for fundraising, membership, marketing and innovative service provision.

### GUIDELINES FOR REQUESTS TO PRESENT

**Presentations must address one of the Conference Streams, as outlined below.**

#### Conference Streams:

Control your position in the sector

Alt(er) your perception of On-line tools

Delete your fear of Change

Shift your fundraising and marketing On-line

Insert social media into your everyday communications

End those nasty financial shocks by thinking outside the govt. square

Escape the office and work anywhere, anytime

Refresh you governance

Home in on managing your staff more effectively

- How-To Workshops – hands on skilling for nonprofits - in website development, CMS systems, CRM, VoIP, Blogging, Using MS Office, Using Open Office, Online directories, Video-conferencing, Choosing mobile plans, Hosting Mail / Web, Networks, Security, spam etc, in-house technical support vs outsourcing, Choosing suppliers e.g. broadband carriers

### Submission Requirements

**The deadline for requests to present or to run workshops is Friday 21<sup>st</sup> January 2011**

## Submissions need to include:

- Theme of presentation/workshop (see above for details)
- Brief title of proposed presentation/workshop e.g. Developing IT skills in a remote community
- Summary of the presentation content – no more than 200 words
- Summary background of presenter/s – no more than 200 words
- A picture of presenter/s included for publicity and program
- Any relevant web links

The conference organisers strongly encourage the submission of expressions of interest in presenting but we must reserve the right to accept or decline offers to present, based on criteria which will include balance in the program, adherence to a key conference stream, broad representation from a range of locations and project/program types, and relevance to the Conference generally.

## Presentation Requirements

Presenters should plan for a session of 45 minutes, including allowing for questions and interaction, unless there is a compelling reason for a session to extend to 90 minutes e.g. a practical workshop. You should also be prepared to make your presentation twice if there is sufficient interest. Any materials such as electronic presentations must be supplied to the organisers in advance and the organisers also advised in advance of your needs e.g. data projector, laptop, Internet access etc

## Presenter Exemptions

Presenters included in the Conference program will be exempt from registration fees for the Conference on the day that they are presenting **but not for the other day of the Conference – this will need to be booked and paid for separately**. Unfortunately we are not in the position at this point to be able to offer air fares and accommodation to rural and interstate presenters. However we are currently seeking sponsorship to assist with the costs of a small number of presenters. **Please indicate if your Expression of Interest is entirely conditional on having some or all of your costs met.**

## Selection Guidelines

Please bear in mind that this Conference is about sharing with others what you are doing and/or have done and/or sharing skills, so that delegates can come away from the conference with tangible, practical ideas and/or skills to assist them in their own projects and plans. Therefore please ensure that your submission follows one or more of the conference themes and addresses the actual implementation of a project or program. **Submissions will not be accepted based on academic papers, theoretical research or future projections (there are other forums for these)**. Papers presented should not overly emphasise specific technical details (except in skills-based workshops) but take a broader overview of the issues involved and illustrate how the technology has benefited the project and its intended customers. Presenters should also refrain from directly promoting a particular product or business (contact us for sponsorship or booths for this purpose), rather than a project or program or general area of ICT capacity development.

## Conference Bookings

Early bird bookings for conference delegates will open soon. We are working very hard at keeping costs down for nonprofit groups and eligible concession holders. Organisations, government departments and businesses will also be offered the opportunity to have a promotional booth at the Conference. Please indicate if you would like further information about this opportunity.

**Further Enquiries:** Sioux Christiansen, Manager, Marketing and Corporate Relations, Connecting Up Australia. +61 8 8212 8555 ext 214 [sioux@connectingup.org](mailto:sioux@connectingup.org) or Doug Jacquier, CEO, CISA Inc 08 81222752 [dj@cisa.asn.au](mailto:dj@cisa.asn.au)

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