

Arts  
& Business

# 'Subsidy Junkies?'

A day of practical survival strategies  
for arts fundraising

Friday 26 March 2010, Kings Place N1

## Programme

- 10.30 – 11.00      **Refreshments and Registration (Music Hall)**
- 11.00 – 11.05      **Welcome (Hall Two)**  
Verity Haines, National Arts Director, Arts & Business
- 11.05 – 11.15      **Fighting Fit or Fighting for Air? (Hall Two)**  
Peter Aspden, Arts Writer, Financial Times
- 11.15 – 12.00      **Panel Discussion + Audience Q&A: 'Don't Bring me Problems, Bring me Solutions' - The Power of Positive Thinking (Hall Two)**  
Peter Aspden discusses the impact of recession and impending public funding cuts and some practical and innovative income-generating solutions and business models with **Stephen Crocker**, Policy & Development Director, The Lowry, Salford Quays, **Ginny Greenwood**, Development Director, The Tricycle Theatre, London and **Keri Elmsley**, Producer, United Visual Artists, London.
- 12.15 – 13.15      **Three Parallel Sessions**  
**Preparation, Perspiration & Collaboration – Remember it's not 'all about you' (St. Pancras Room)**  
This session will focus on the art of creating exciting, tailored and impactful pitches to the corporate sector for long term partnerships rather than short term gain. **Helen Ellis**, Head of Corporate Responsibility and Community Relations, Prudential and **Alyssa Bonic**, Arts Manager, Sky Arts, discuss the current key drivers for businesses engaging with the arts now. **Linda Strain**, Operations & Development Manager, Craftspace and **Fiona Gourley**, Development Manager, Theatre Royal Bath, test the water through a live pitching session.  
  
Chair: **Jane Kuria**, National Account Director, Arts & Business
- How to Ask for Money - Nicely! (Hall Two)**  
How we hate talking about money here in the UK, never mind asking for it! **Tim Stockil**, Director, Creative Intelligence takes us through a range of possible scenarios in which he explores 'Making the Ask (Major Gifts)' with his team, **Suzanne Cave** and **Saul Cambridge**.  
  
Chair: **Philip Spedding**, Head of Individual Giving, Arts & Business

### How to Keep them Giving (Limehouse Room)

Whatever the size of gift, whatever the nature of investment, looking after your supporters is key. Research in which 20 gifts of £500 from a fictitious individual were sent to a range of arts organisations; some did not even send a thank you letter! **Lucy Cooke**, Individual Giving Manager, National Maritime Museum suggests what mechanisms you can put in place to ensure that your supporters feel appreciated and takes you through a number of problems to solve.

Chair: **Gavin Buckley**, Director of English Regions, Arts & Business

13.15 – 14.15

### Lunch and Networking (Music Hall)

14.15 – 15.00

### A Marriage Made in...! Getting Boards Engaged (Hall Two)

Recent research at A&B shows that when Boards engage with fundraising, the likelihood of success is improved significantly. Indeed, the 26% of arts organisations surveyed who got financial contributions from their board leveraged twice as much income from private sources as other organisations. **Bruce Carnegie-Brown**, Trustee of Shakespeare's Globe Trust and Chair of the Campaign Executive Committee chairs a discussion with panel members **Richard Mantle**, General Director of Opera North; **Vanessa Swann**, Chief Executive, Cockpit Arts; and **Jessica Stockford**, Head of Board Development, Arts & Business, on strategies and techniques that get and keep Boards engaged and addresses how you might introduce 'giving' from your Board whatever size or scale your organisation.

15.00 – 15.45

### Passion, Persuasion, Heart or Mind? (Hall Two)

**Alec Reed** from the The Big Give, explores what motivates individuals who support the arts with **Valerie Solti**, Arts & Business Goodman Award 2009 recipient, **Sandy Orr OBE**, Executive Chairman, City Inn Hotels Group and Chair of Lyric Theatre, Hammersmith and **Peter Buchan**, Chair, BAL TIC and 2010 A&B Cultural Champion.

15.45 – 15.50

### 'Subsidy Junkies?' Round-up (Hall Two)

**Verity Haines**, National Arts Director, Arts & Business

15.50 – 16.15

### The Battle Ahead (Hall Two)

**Colin Tweedy**, Chief Executive, Arts & Business

16.15

### Refreshments and Event Finish (Music Hall)