

# Strengthening your position in the charity retail sector

## Northern Ireland Charity Retail Conference 2012

Wednesday 14 March 2012  
Northern Ireland Council for Voluntary Action  
61 Duncairn Gardens, Belfast BT15 2GB

Sponsored by:



## Northern Ireland Charity Retail Conference

This one-day Conference has been designed to provide you with the information and guidance you need to strengthen your retail operation within the charity sector. Sessions focus on a wide range of subjects including: how to use social media to increase your customer base; collaborating with corporate organisations; how to develop specialist shops in niche areas.

We are also delighted to announce that Alex Attwood MLA, Minister for the Environment in Northern Ireland will be presenting a keynote address on the Government's environmental policies and the impact these will have on charity shops.

The Conference also provides charity retailers with the opportunity for open discussion and networking.

Our conference is aimed at managers at shop and regional level, senior volunteers as well as heads of retail from regional and local charities. Attendance is open to members and non-members of the Charity Retail Association, and will also be of value to those from organisations that currently have no shops but are considering starting a retail operation.

Programme	Northern Ireland Charity Retail Conference
9.00am	Registration & refreshments
9.20am	Welcome & Introduction
9.25am – 10.00am	<b>Opening Plenary: Charity Shops, the Unsung Hero of Charity Fundraising</b> Warren Alexander, Chief Executive, Charity Retail Association
10:00am – 10.30am	Refreshments
10:30am – 11:20am	Delegate focus sessions - A
11:25am – 12:15pm	Delegate focus sessions - B
12:15pm – 1:15pm	Lunch
1.15pm – 2.05pm	Delegate focus sessions - C
2.10pm – 3.00pm	Delegate focus sessions - D
3:05pm – 4:00pm	<b>Keynote address: Alex Attwood MLA, Minister for the Environment, Northern Ireland</b>
4.00pm – 4.45pm	Networking and refreshments

NB. Programme times are subject to change depending on Mr. Attwood's schedule.

## About the Association

Now with over 335 members, the Charity Retail Association is the only member organisation that supports the charity retail sector. The Association establishes common standards, lobbies governments and regulators on behalf of charity retail and provides information, expertise, support and training. The Charity Retail Association represents almost 7,000 charity shops in the UK.

## Conference Bursaries

Our Conference Bursary scheme, sponsored by Impress Publishing Ltd and Kudos Software Ltd, offers financial support to smaller charities based in Northern Ireland wishing to attend the Conference. For more information and to find out if you are eligible, please call 020 7255 4470.

# Northern Ireland Charity Retail Conference - Focus sessions

On the booking form (overleaf), please select ONE session to attend from each column (A, B, C, D) and indicate a second choice where possible e.g. A1/A3, B3/B4, C4/C1, D2/D1.

Session A 10:30am – 11.20am	Session B 11:25am – 12.15pm	Session C 1.15pm – 2.05pm	Session D 2.10pm – 3.00pm
<p><b>A1 Local Media, Stock, Volunteers and Special Campaigns</b></p> <p>The local media can be a tremendous, but sometimes fickle friend to charity shops. This session will look at how they can help you achieve some of the things you want and how to work with them.</p> <p><b>Wendy Mitchell</b> Charity Retail Association</p>	<p><b>B1 Accidents and their route causes</b></p> <p>Exploring the chain of events that lead to incidents – with humour!</p> <p><b>Peter Holmes</b> Precision Safety Services Commercial Session</p>	<p><b>C1 From Brass to Silver</b></p> <p>Pat Dyer has a wealth of experience helping charity retailers recognise and value antiques and collectables.</p> <p><b>Pat Dyer</b> Antiques Awareness Team</p>	<p><b>D1 People Who Need People</b></p> <p>“People buy from people – not from companies” is a truism in the marketing world. How do we motivate our volunteers to improve the way they deal with customers and offer great customer service?</p> <p><b>Steven Cartwright</b> “With a V Solutions”</p>
<p><b>A2 How to Minimise Shrink in Charity Retail</b></p> <p>Drawing on over 20 years experience in retail loss prevention, Pete Thomas of Lodge Service discusses ways of reducing loss across the charity retail sector, examining case studies of recent investigations and providing practical solutions aimed at thwarting the opportunist thief.</p> <p><b>Pete Thomas</b> Lodge Service (UK) Commercial Session</p>	<p><b>B2 Matching the Right Volunteer to the Right Role</b></p> <p>This session will cover:</p> <ul style="list-style-type: none"> <li>■ What motivates volunteers to volunteer</li> <li>■ Defining roles which support these motivations but still meet the organisation’s needs</li> <li>■ Matching volunteer skills to roles</li> <li>■ Changing volunteer motivations over time</li> <li>■ Managing volunteers’ expectations.</li> </ul> <p><b>Lizanne Frawley</b> VolunteerNow</p>	<p><b>C2 Working with Corporates</b></p> <p>There are a number of different ways charity retailers can work with companies. These can range from recruiting volunteers, generating stock, to developing incentives for donors. This session will not only explore the options, but will look at the pros and cons of corporate partnerships.</p> <p><b>Kellie-Ann Hoey</b> SHS Group</p>	<p><b>D2 Capitalising on the Environment</b></p> <p>We know that re-use is by far the greenest way of recycling products. How do we capitalise on that to help increase stock donations and bring in new customers?</p> <p><b>Cristina Osoro Cangas</b> Charity Retail Association</p>
<p><b>A3 From Brass to Silver</b></p> <p>Pat Dyer has a wealth of experience in helping charity retailers recognise and value antiques and collectables.</p> <p><b>Pat Dyer</b> Antiques Awareness Team</p>	<p><b>B3 People Who Need People</b></p> <p>“People buy from people – not from companies” is a truism in the marketing world. How do we motivate our volunteers to improve the way they deal with customers and offer great customer service?</p> <p><b>Steven Cartwright</b> “With a V” Solutions</p>	<p><b>C3 Fake!</b></p> <p>It is illegal to sell fake branded goods whether they are exclusive and expensive designer brands, or low-price High Street products. But, how can you tell what is genuine and what is fake? This session will look at how to spot fakes and to make sure you are complying with the law.</p> <p><b>Kerry McAuley and Nicholas Lane</b> Trading Standards Service</p>	<p><b>D3 Local Media, Stock, Volunteers and Special Campaigns</b></p> <p>The local media can be a tremendous, but sometimes fickle friend to charity shops. This session will look at how they can help you achieve some of the things you want and how to work with them.</p> <p><b>Wendy Mitchell</b> Charity Retail Association</p>
<p><b>A4 Matching the Right Volunteer to the Right Role</b></p> <p>This session will cover:</p> <ul style="list-style-type: none"> <li>■ What motivates volunteers to volunteer</li> <li>■ Defining roles which support these motivations but still meet the organisation’s needs</li> <li>■ Matching volunteer skills to roles</li> <li>■ Changing volunteer motivations over time</li> <li>■ Managing volunteers’ expectations.</li> </ul> <p><b>Lizanne Frawley</b> VolunteerNow</p>	<p><b>B4 Specialist Shops</b></p> <p>From vintage fashion to books and music. How to develop a great retail offer in a niche area.</p> <p><b>Anne Walsh and Cathy Megahey</b> East Belfast Mission</p>	<p><b>C4 Retail Gift Aid: An administrative headache or an opportunity to streamline all your shop administration systems?</b></p> <p>Kudos look at the wider aspects of retail management including van deliveries, loyalty &amp; gift vouchers, stock management and integration with web and mail order systems. As well as the potential benefits and pitfalls with the help of those who’ve been there, done it – and donated the T-shirt!</p> <p><b>TBC</b> Kudos Software Commercial Session</p>	<p><b>D4 Fake!</b></p> <p>It is illegal to sell fake branded goods whether they are exclusive and expensive designer brands, or low-price High Street products. But, how can you tell what is genuine and what is fake? This session will look at how to spot fakes and to make sure you are complying with the law.</p> <p><b>Kerry McAuley and Nicholas Lane</b> Trading Standards Service</p>
<p><b>A5 Social Media &amp; Charity Retailing</b></p> <p>The growing use of Facebook and Twitter offer an opportunity to Charity retailers to talk to their donors and customers and attract lots of different people to their shops. This session will look at the practical ways you can use social media.</p> <p><b>Noeleen McErlane</b> Pretty ‘n’ Pink Breast Cancer Charity</p>	<p><b>B5 Social Media &amp; Charity Retailing</b></p> <p>The growing use of Facebook and Twitter offer an opportunity for Charity retailers to talk to their donors and customers, and attract lots of different people to their shops. This session will look at the practical ways you can use social media.</p> <p><b>Noeleen McErlane</b> Pretty ‘n’ Pink Breast Cancer Charity</p>	<p><b>C5 Specialist Shops</b></p> <p>From vintage fashion to books and music. How to develop a great retail offer in a niche area.</p> <p><b>Anne Walsh and Cathy Megahey</b> East Belfast Mission</p>	<p><b>D5 Furniture &amp; Electricals</b></p> <p>Many charity retailers see furniture and electrical as an area for growth or as an alternative to clothing. This session looks at how to get stock, how to display it and the regulations you need to know about.</p> <p><b>Nyree Tubritt and Michael Sloan</b> Oxfam Ireland</p>

# Northern Ireland Conference Booking Form

Wednesday 14 March 2012, Northern Ireland Council for Voluntary Action, 61 Duncairn Gardens, Belfast BT15 2GB

**Early Bird offer until** Friday 17 February 2012.

	Charity Members	Other Registered Charities	Others
First delegate	£95	£105	£180
Second and subsequent delegates	£80	£95	£180

**Standard rate applied after** Friday 17 February 2012.

	Charity Members	Other Registered Charities	Others
First delegate	£105	£115	£210
Second and subsequent delegates	£95	£105	£210

## Bookings will only be confirmed on receipt of payment

Please keep a copy of the completed booking form for your own records and fax to: 020 7255 4475 or post to Conference Bookings, Charity Retail Association, Central House, 14 Upper Woburn Place, London WC1H 0AE.

You can also book online at [www.charityretail.org.uk](http://www.charityretail.org.uk)

**Contact name:**

**Organisation:**

Member  Other Registered Charity No.  Other  Purchase order number

Address

Telephone  Fax

Email

Total number of delegates attending  Please send me further information about membership Yes  No

**Please photocopy the booking form if you wish to book more than 4 delegates.** Please ensure each delegate selects 4 focus sessions (see previous page), giving a second choice where possible. If these sessions are not selected now, delegates cannot be guaranteed the session of their choice. NB There will be a maximum of 20 for each of the antiques sessions, A3 & C1.

If you have any queries, please call us on 020 7255 4470 or email [paula@charityretail.org.uk](mailto:paula@charityretail.org.uk)

**Delegate 1**

Mr/Ms First name

Last name

Job title

Please select 4 focus sessions (see previous page) giving a second choice where possible eg A1/A3

Session A  Session B  Session C  Session D

Do you have special dietary or other requirements (please specify)?

Email

**Delegate 2**

Mr/Ms First name

Last name

Job title

Please select 4 focus sessions (see previous page) giving a second choice where possible eg A1/A3

Session A  Session B  Session C  Session D

Do you have special dietary or other requirements (please specify)?

Email

**Delegate 3**

Mr/Ms First name

Last name

Job title

Please select 4 focus sessions (see previous page) giving a second choice where possible eg A1/A3

Session A  Session B  Session C  Session D

Do you have special dietary or other requirements (please specify)?

Email

**Delegate 4**

Mr/Ms First name

Last name

Job title

Please select 4 focus sessions (see previous page) giving a second choice where possible eg A1/A3

Session A  Session B  Session C  Session D

Do you have special dietary or other requirements (please specify)?

Email

[www.charityretail.org.uk](http://www.charityretail.org.uk)

Charity Retail Association is a trading name of Association of Charity Shops.  
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