

## Build Back Better Conference 2020 Programme

The Charity Retail Association are delighted to announce our first digital conference, the Build Back Better Conference, taking place across Tuesday 22 – Thursday 24 September. The aim of the conference is to provide charity retailers with a series of high-level webinars on a variety of topics to help them ensure their retail chain is stronger and more resilient following the recent shop closures due to covid-19.

This event is sponsored by:



Please find the programme for the week below:

Date	Time	Session	Description
Tuesday 22 September	10am – 11am	<b>Harnessing the nation's new skills - how charity retailers can benefit from what we've learned during lockdown</b> The Charity Retail Consultancy	We've all learned to live, work and play in different ways – whether that's working from home in our paid or voluntary roles, crisis management skills in dismantling the old ways and preparing the 'new normal', or simply keeping in contact with our loved ones. Many people who didn't previously embrace online communications have found new skills and opened doors they thought were closed to them, and those who thought that 'the only way is face to face' have seen how successful online and video technology can be. So how do we harness these new skills and confidence within paid and voluntary charity retail teams? Which new retail practices, born of the restrictions, can actually improve performance?  Our session will give strategic and practical ideas on identifying the immediate and longer term opportunities that have arisen during the Covid-19 crisis.
Tuesday 22 September	12noon – 1pm	<b>Taking stock – managing your wellbeing during times of uncertainty</b> Andrea Woodside, retailTRUST	During this session we will explore the impact of Covid-19 on wellbeing and how to know when to step back and recognise your early warning signs. We'll also talk about the three Ps of resilience and the circle of influence, to help you know what you can control. Finally we will explore self-care and how you can overcome the barriers to looking after yourself and know how and where to get help before things become overwhelming.
Tuesday 22 September	2pm – 3pm	<b>Recruiting volunteers and keeping ahead of the competition</b> MJ Plumridge Ltd	Your charity will one of hundreds in your area competing to attract volunteers. This session will help you focus on a strategy of where and how to recruit appropriate volunteers from advertising to on boarding, highlighting various tips for reducing classic mistakes and creating some quick wins.

Wednesday 23 September	10am – 11am	<b>Window display and VM strategies to engage customers and maximise sales</b> Dot to Dot	Encouraging customers into stores and giving them a safe, exciting shopping experience is more important than ever. In this session visual merchandiser Kat MacLennan will take you through tips on how to develop impactful window displays, build strong stylish product stories and create a flexible retail space that optimises customer flow and boosts sales.
Wednesday 23 September	2pm – 3pm	<b>Technology and the new normal</b> Eproductive	Hear from corporate members Eproductive about how you can maximise your retail gift aid in a socially distancing marketplace and promote your products online to increase their value. Plus they'll discuss the importance of cross income-stream pollination; turning retail donors into volunteers, lottery ticket buyers and encouraging them to do more for your charity!
Thursday 24 September	10am – 11am	<b>Maximise income and sustainability in the 'new normal'</b> Acopia	Process improvement and expenditure control are vital in this period of uncertainty. Learn how to strengthen your operations through highly effective procurement and time saving procedures through cost effective channels. In addition, bringing sustainability back to the agenda, the new normal has brought about opportunities to streamline your operations with environmental responsibility front and centre, in what is a model sector for a sustainable future. Acopia would love to talk to you about how effective partnerships drive real tangible value and increased profitability for your charity.
Thursday 24 September	2pm – 3pm	<b>Panel Session: Retail strategy - where do we go from here?</b>	In this panel session, chaired by our Chief Executive Robin Osterley, we will explore what the future holds for charity retail and the key elements needed to succeed in the coming months. Guest panellists will share their views on the components you need in your retail strategy to thrive into 2021 and beyond.