

The new charity retail: virtual conference

Programme: Day 1

Date: Tuesday 17 November

Time	Session	Speaker	Details
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10-11am	People, planet, profit: How charity shops can strongly communicate brand values which capture the consumer mood for sustainability	Esther Pugh, Senior Lecturer, Leeds Beckett University	In this webinar, Dr Esther Pugh will explain the steps to delivering a strong brand identity, which encapsulates the social, environmental, and economic value of charity shops in society. By following these, you can create a unique set of brand attributes, which seize the passion people have for embracing the circular economy.
12 noon-1pm	Three charities, one retail, more profit	Steve Curry, Chief Executive, Harlington Hospice and David Brodala, Charity Retail Consultant	For the first time in the UK, three charities have joined to manage their charity shops. From the perspective of the charities and the retail team, find out why they decided to do it, the challenges they faced and how this will make all three of them more profitable.
2-3pm	Achieving net-zero: maximising bric-a-brac recycling to drive sustainability and brand engagement	Taskeen Ahmed, Group Chief Operating Officer, Precycle Group	Covid-19 has driven sustainability further up the retail agenda and many retailers have set goals to get to net-zero. Recycling bric-a-brac is a challenge in this regard, a complex area both legally and in finding consistent and stable outlets. This session looks at options for charity retailers and covers: preventing reputational damage from negative PR when waste is mis-handled, ensuring legal compliance and utilising bric-a-brac recycling to drive volunteer and donor engagement.

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Programme: Day 2

Date: Wednesday 18 November

Time	Session	Speaker	Details
10-11am	The Halo Effect on charity stores towards donations	Ciarin Kent, Business Analyst, Shelter and Paul Langston, Association Partner, CACI	CACI's research shows that retail stores have a direct impact to consumer online spending. The 'Halo effect' revealed that consumers who spend more online on a brand website are those who have recently passed a brand's store. The effect of this is so strong that online spend doubles for those who have visited or passed by the shop. This has led CACI to ask the question: Can a charity store also increase donations within it's catchment?
12 noon-1pm	Easy ways to sell second-hand online	Maria Yavorskaya and Tatiana Gakh, Co-founders, Zipsale	Insights on: <ul style="list-style-type: none">• how to easily launch and succeed in online sales• new ways of cooperation between charity shops and local/international online marketplaces• how to save time and money whilst working online• how to deploy multi-channel listings and work with different marketplaces simultaneously
2-3.30pm	... bonus session ... Lockdown 2.0 – panel session	Panel of charity retailers, chaired by Robin Osterley	In response to England going into a second lockdown on 5 November, join our Chief Executive Robin Osterley and a panel of charity retailers to discuss how lockdown 2.0 will impact the charity retail sector, what they have learnt since the first lockdown in the spring and the new challenges we face as we approach Christmas.

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Programme: Day 3

Date: Thursday 19 November

Time	Session	Speaker
10-11am	Using technology to transition to the new normal	Josh Bentham, National Partnerships and Commercial Manager at Shopiago by World of Books Group and Andy Ostcliffe, Online Operations Manager at British Heart Foundation
12.30-1.30pm	Making a more inclusive sector	Rebecca Armstrong, Sparkle
3-4pm	Annual General Meeting	Anne Webb, CRA Chair, and Robin Osterley, CRA Chief Executive
	Followed by: How well do you know your pandemic customer?	Martin Newman, The Consumer Champion
4.30-5.15pm		Presented by Robin Osterley, and Mike Nicol from 1st Waste Management 

Details

Shopiago by World of Books Group and British Heart Foundation talk through how technology can be used to overcome the impacts of COVID-19 now and unlock the potential of online sales for the future, as we transition into the new normal. The webinar will explore how British Heart Foundation were able to rapidly adapt to changes affecting their operations and provide techniques to ensure ecommerce can work to its full potential for charity retailers.

A session that will explore what the charity retail sector should do to attract a more diverse personnel and make the sector more inclusive. This session will be led by an equalities and diversity expert.

Reflecting on the past year of charity retailing.

It is vital to understand how consumer behaviour and values have changed as a result of the pandemic and which changes will be permanent and which will be temporary. And to understand what you need to do to meet customer expectations.

Join us as we recognise and celebrate the inspirational and herculean efforts of charity retailers and charity leaders during the pandemic.

