

The ecommerce virtual conference

Programme: Day 1

Date: Tuesday 9 March

Time	Session	Speaker	Details
10-11am	Making ecommerce work for you: using technology to help you remove friction, reduce admin and maximise potential	Eve Penrice, Wil-U Product Owner and Chelsea Elderkin, Head of Marketing and Research, Wil-U	In this webinar we will discuss the different methods of selling online and how technology can help you spend less time on admin and logistics and more time putting your limited resource where it's needed most.
12 noon-1pm	How to safely operate a click and collect service using volunteers during lockdown	Jenny McAvoy, Retail Coordinator, Wigan and Leigh Hospice	Hear how one hospice has kept it simple to set-up their click and collect service, the pros and cons of doing so in your retail operation and how they are using social media to promote their service. They will also share how, if done properly, you can equal or exceed your previous income.
2-3pm	What makes online work for charities?	Andrew Ostcliffe, Online Operations Manager, British Heart Foundation	If you are up and running or just starting out in ecommerce - product selection, traffic, auction or Buy It Now, the perfect listing and site performance analysis are all 'must haves'. Learn top tips to keep your sales coming in! BHF's online division is the largest in Europe and 2nd largest in the world, generating £6m in revenue per year.

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Programme: Day 2

Date: Wednesday 10 March

Time **Session**

Speaker

Details

10-11am reGAIN app: incentivised charity donations as a new way to engage both fashion consumers and retailers in the innovative digital charity donation process

Jack Ostrowski, Founder & CEO, reGAIN App

Join us for an in-depth case study of reGAIN app's collaboration with British Red Cross and 80+ UK retailers. You'll hear about innovative ways of engaging young consumers into charity donation.

12 noon-1pm **BONUS SESSION**
eBay for Charity: taking it to the next level

James Carty, Trainer, eBay for Charity

The webinar will get attendees thinking about how to take their selling on eBay to the next level, with advice and tips on how to maximise selling you are already doing. James will explore how to create great listings that generate clicks and sales, how to best plan your selling logistics and how to use the additional tools on eBay for Charity to boost your listings.

2-3.30pm **EXTENDED SESSION**
The appeal of different ecommerce platforms: panel session

Paul Dodd, Retail & Business Dvpt Manager, Community Transport, Gemma Cruttenden, Ecommerce & Comms Manager, Demelza Hospice Care for Children, Gary McMillan-Dale, Retail Manager, LOROS, Veronica Herranz, Ecommerce Manager, Royal Trinity Hospice

Join us for this extended panel session where each panel member will share with you the pros and cons of using a particular platform, why they chose that platform for their ecommerce operation and some top tips. The panelists will cover selling on Gumtree, Reluv, Facebook marketplace and Discogs and explain why maybe you should be considering selling on these platforms too.

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Programme: Day 3

Date: Thursday 11 March

Time	Session	Speaker	Details
10-11am	Building/upscaling your online shop	Hollie Arnold, Ecommerce Operations Manager, The Air Ambulance Service	Hear insights on the online operation of The Air Ambulance Service, tips and guidance on building your online presence or upscaling your current practice, from stock, listing, processing, training and much more.
12 noon - 1pm	Tapping into Depop	Kevin Hogarth, Retail Operations Manager, The Prince of Wales Hospice	Depop has positioned itself as the fashion marketplace where the next generation come to discover unique items such as vintage and independent brands - just the kind of products we sell in our shops. To get an understanding of this marketplace and determine whether this could be an additional revenue channel for us, eight months ago we assigned a student volunteer, Anna, to identify and sell the most suitable products in this space. Anna would like to share with you her insights, product selection choices, current trends and opportunities.
2-3 pm	How 85% of Ireland's charity retailers succeeded online	Rónán Ó Dálaigh, CEO and Emily Beere, Chief Sales Officer, Thriftify	At the beginning of 2020 fewer than 25% of Ireland's charity retailers were selling online. Now it's above 85%! In this webinar one of those charity retailers, and the platform that helped them get online, will share their successes and learnings. As the retail environment has been turned on its head, we'll share the key learnings from a market that is successfully embracing the new reality where selling online is becoming a crucial part of charity retail.

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