
















Time	Session	
09:45 – 10:15	 Arrival, Refreshments and Networking	
10:15 – 10:30	 Welcome to CiviCamp Daniella, Veda Consulting Heather, Red Hot Irons	
10:30 – 11:30	 CiviMail for Marketers Becky, Red Hot Irons	 Taking Payments: From capture to delivery of services Parvez, Veda Consulting
11:30 – 12:30	 CiviClinic: Ask An Expert Led by Daniella, Veda Consulting	 Power up your email communications: understand clicks, bounces, holds and how to do segmentation Rich, Artful Robot
12:30 – 13:30	 Lunch and Networking	
13:30 – 14:30	 CiviCase Rose, Ruza Solutions	 CiviMember Dave M, Circle Interactive
14:30 – 15:30	 CiviEvents Heather, Red Hot Irons	 Communications Management Rebecca, Third Sector Designs
15:30 – 16:30	 Forms! Rose, Ruza Solutions	 Integration and Automation Matt, MJW Consulting
16:30 – 17:15	 Lightening Talks Quick fire presentations from CiviCamp delegates	
17:15 – 17:30	 Close	

Venue: Seven Dials Club, 42 Earlham Street, London, WC2H 9LA, [Google Maps Location](#)

SESSION DESCRIPTIONS

10:30 – 11:30

CiviMail for Marketers, Becky from Red Hot Irons

This session will help you to use CiviMail – and the Civi extension Mosaico – to build better relationships with your contacts and members. The session will feature a step by step guide to creating a mailing in Mosaico. You will master personalising subject lines and mailing content and learn how to enhance the style and readability of your mailings. These practical tips are aimed at helping you to increase the number of contacts who open and engage with your mailings. We will explore real-world examples of ways to put our learning into action.

There will also be the opportunity to gather around our virtual CiviCamp Fire and share your tales of Civi mailing scares and successes to learn from each other, alongside troubleshooting support from our in-session experts.

This session is for anyone who sends marketing/promotional emails – e.g., for events, membership, fundraising and those who want to learn more about using the Mosaico extension. Regardless of whether you have used CiviMail or Mosaico before you will take away ideas you can implement in your day to day role. (All Users)

Taking Payments: From capture to delivery of services, Parvez from Veda Consulting

How to manage payments in CiviCRM, setting up a payment processor, direct debits, credit cards etc.

11:30 – 12:30

CiviClinic, led by Daniella from Veda Consulting

Have a question specific to your CiviCRM set up? Come along to the CiviClinic to learn from other attendees on how to solve any CiviCRM bugbears or conundrums you have. (All Users)

Power up your email communications: understand clicks, bounces, holds and how to do segmentation, Rich, The Artful Robot

We'll look at how standard email marketing metrics are calculated and what that means for understanding your mailings' relative success. When does an email bounce, and what to do about it? How to segment your list safely. Plus, we'll touch on a few email-related extensions to help make this stuff more fun.

13:30 – 14:30

CiviCase, Rose from Ruza Solutions

This is a workshop covering the basics for Cases. If you've wondered whether this would be a good tool to keep track of your Casework, or you have a complex custom process that you'd like to track in the database, we can cover the out-of-the-box functionality and how easy it is to customise. This is a good workshop for anyone who's just starting to use it or who is considering whether this will be a good tool for your organisation.

CiviMember, Dave M from Circle Interactive

A general stroll through membership management. We will also demo a few things we've been asked recently around membership that are a bit unusual but not that difficult!

14:30 – 15:30

CiviEvents, Heather from Red Hot Irons

This session will cover all things CiviEvent and how to get your event management off the ground. We'll take a look at managing your event from beginning to end, including delegate recruitment, management, and communications. (You may also want to attend the CiviMail sessions earlier in the day to see how your delegate emails can be made even better!)

We'll also share some insights into some of the more advanced features you may wish to aspire to! Bring any CiviEvent questions with you or come along and share your event experience with others. (All Users)

Communications Management, Rebecca from Third Sector Designs

Third Sector Design will present on their new approach to communications management for CiviCRM including research from working with multiple clients in different sectors, defining opt-in journeys (i.e., the different ways people can opt into communications), public sign up pages and end user communication preference management (All Users).

15:30 – 16:30

Forms!, Rose from Ruza Solutions

Webforms, Caldera Forms, FormProcessor and now FormBuilder. There are lots of options for creating a form with CiviCRM and in this workshop, we will discuss what is possible and compare the different tools. We will look at the pros and cons of each approach and compare options for different CMS platforms. There is a lot to discuss so we will try to cover a bit of everything with demo sites to see them in action, but there will also be plenty of opportunities to ask questions.

Integration and Automation, Matt from MJW Consulting

Case studies and practical examples of what can be done with CiviCRM.