



**Lasa European Not For Profit Technology Conference
Powering Up The Third Sector
14 November 2011**

Evaluation Overview

Highlights

- ★ 120 delegates came to the Conference with 24 CEO's present.
- ★ 26 organisations were represented at the CEO Breakfast Briefing
- ★ Six funders played a part in the day
- ★ 100% of respondents rated the Conference - "Good" or "Excellent"
- ★ 'Network with others' was the most popular reason for attending with 'finding out about a specific idea or technology' a close second.



"As a CEO it challenged me to think about the areas I had been avoiding"

"The amount of information I came away with was tremendous, including learning from other peoples' experience"

"Superbly organised conference" Liz Sewell, Chair of Lasa

Overview

Our seventh Technology Conference attracted a significantly different audience to previous years. There were 45 evaluation responses in total.

The marketing effort in reaching CEO's and decision makers in the Sector along with our traditional technologists achieved its aim with the help of many Lasa staff.

The six breakout sessions were evenly attended with the Packing a Punch with Social Media session coming out marginally higher, followed jointly by Mobile Fundraising and Don't let your Cloud Burst. The E-Merging Technologies and CEO's and Technology Consultants working together breakouts were joint with 27% of delegates attending each.



73% of respondents said that networking with other people was their main purpose of attending with 45% keen to find out about a specific idea or technology that was on the agenda.

In answering 'what was the best part of the conference' the plenary sessions were the most cited. Keynote speakers Martha Lane Fox; Holly Ross and Stephen Leonard were mentioned in 57% of replies. The remaining 43% thought that the networking opportunities and learning were the best part.



Recommendations for next year

In our survey we asked people 'what was not so good' - recommendations are drawn from this.

- An emphasis on 'service user focus', specifically more use of examples showing how the end user has benefitted from the use of technology.
- Delegates fed back that they were at times unsure about where the breakouts were; clearer signage for the breakout rooms in future.

The CEO breakfast briefing was a great success with developed ideas for how this group might go forward in 2012 being discussed. The Conference and Breakfast Briefing would compliment one another well with a period of time between the events, building on the CEO interest and including this in the main event.