



**THE EUROPEAN ASSOCIATION OF CONSULTANTS TO AND ABOUT
 NOT-FOR-PROFIT ORGANISATIONS**

The **EUConsult Summer Conference** is one of the highlights of the association's year, providing members with an active forum for discussing developments in the European non-profit sector. Consultants from **38 member companies** based in **11 European countries** are invited to meet over two days and share their considerable experience in a professional and relaxed atmosphere. **Non-members** are most welcome to attend this special event.

CONFERENCE PROGRAMME HIGHLIGHTS

Comparative Research > Coaching Workshop > EU Third Sector Policy > Member Presentations > AGM > Consulting Across Cultures > Cultural Sector Discussion > Case Study: Rebuilding Barcelona's Opera House

The board of EUConsult and our Conference Host, Daryl Upsall, have worked hard to produce what has to be one of our best conference programmes ever! Following a welcome reception by the hotel pool, journalist **Steven Adolf** will give the keynote speech, providing a fascinating insight into the **Spain Behind the Facade**. Delegates will be kept on their toes on the Saturday in an interactive **Coaching Workshop** which will be led by coach and writer **Fraser Dyer**. We have also invited **Dr Jeremy Kendall** of the **London School of Economics** to discuss the work of the **Third Sector European Policy Network** with us. And on the Sunday morning **Oriol Aguilà**, Patronage Director of the **Grand Theater Liceu** will share the secrets behind the successful rebuilding of Barcelona's beautiful opera house.

Please take a look at the attached programme for full details...

OUR CONFERENCE HOTEL

We will be able to enjoy the excellent facilities at the modern and very comfortable **Foxa M-30 Suites & Resort** (10 minutes by taxi to the city centre). The rooms are furnished in the traditional Spanish style and delegates can use the well-equipped **sports club and pool**.



TOUR OF MADRID AND FLAMENCO CLUB

On the Saturday evening we will have a chance to explore Madrid, starting with a tour of the city. Following our cultural tour, we will be able to sample some of Madrid's culinary delights in one of the city's lively restaurants. Our next stop will be a flamenco club and a fabulous show with the music, song and dance of Andalusia.



WHY NOT BRING YOUR PARTNER ALONG?

Madrid is a great place for shopping and visiting the museums, or there's the hotel's sports club with its pools, squash courts, gym, sauna, jacuzzi and turkish bath. Partners are most welcome!

ORGANISATION/REGISTRATION

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SUMMER CONFERENCE HOST

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MEMBER RATES

Early-bird rate: €650
(registration by April 23, payment by 30 April)

Standard rate: €700
(registration after 23 April, payment by 31 May)

PARTNER RATES

(both member/non-member partners)

Early-bird: €300
 Standard: €350

NON-MEMBER RATES

Early-bird rate: €750
(registration by April 23, payment by 30 April)

Standard rate: €800
(registration after 23 April, payment by 31 May)

NB: Non-members joining EUConsult by 30 June 2004 - the extra €100 conference fee will be deducted from the membership fee invoice.

DELEGATE & PARTNER RATES

The delegate rate is an **all-inclusive price** (covering accommodation for two nights, food, beverages – except drinks in the flamenco club – and all other activities during the conference).

The partner rate is for accommodation, breakfast and dinner during the conference, including the Saturday evening tour/flamenco club entrance.

You will be billed once we receive your registration.



ANNUAL SUMMER CONFERENCE 11–13 JUNE 2004, MADRID

Programme

Friday, 11 June

Participants arrive during the afternoon and check in.

19.30 **Welcome Reception by the Hotel Pool**
[DAVID SAINT](#), Chairman of EUConsult, welcomes members and guests.

19.50 **Keynote Speech – Spain: Behind the Facade**
[STEVEN ADOLF](#), *Journalist and TV/Radio Presenter, Netherlands/Spain*
Steven Adolf has been leading Dutch newspaper *NRC Handelsblad's* correspondent for Spain, Portugal and Morocco since 1993. In his book *Spain: Behind the Facade, Fiesta & Democracy* he uses the best traditions of modern journalism, mixing historical, social, economic and political analysis, and taking ten fiestas from different regions as his starting point. Steven Adolf will speak to you about Spain as mixture of a dynamic, fast changing country which still keeps lots of old traditions and habits safely hidden behind its facade of a modern society. We have a look into its politics, everyday life and, perhaps, its fiestas...

20.30 **Dinner at the Hotel**

Saturday, 12 June

10.00-10.15 **Opening Speech**
[DARYL UPSALL](#), EUConsult member and conference host, opens the conference.

10.15-11.15 **Comparative Research - Fundraising from Europe**
[CHRIS CARNIE](#), *Director, The Factory Europe, Spain*
Professional fundraising is growing fast in Europe. Is philanthropy keeping up? Where are the growth markets? What are the legal and tax differences? What is happening to foundations? Why are donors so self-effacing in France, and so generous in the Netherlands? Using research for his recent book "Fundraising from Europe" Chris Carnie answers these questions (and more) with plenty of points to debate.

11.15-11.30 **Break**

11.30-13.15 **Coaching Workshop – Coaching in Action: Benefits and Pitfalls for Consultants and Clients**
[FRASER DYER](#), *Coach and Writer, former Partner of Spiral Associates Training Consultants, UK*
Fraser Dyer brings 20 years of experience working in the voluntary sector to this interactive session. Delegates will have an experience of coaching in action and learn a self-coaching technique for personal application. An overview of coaching theory and skills, the differences between coaching and consulting, the pitfalls plus issues related to coaching will form the basis of this participative and activity-based workshop. There will also be a discussion on how and why consultants might encourage clients to undertake coaching, as well as use it themselves.

13.15-14.30 **Lunch**

14.30-15.30 **The European Union - Third Sector European Policy: Organisations between Market and State, the Policy Process and the EU**
[DR JEREMY KENDALL](#), *Centre for Civil Society, London School of Economics, UK*
The Third Sector European Policy (TSEP) Network brings together leading third sector and public policy researchers to initiate analysis of the development of European policy towards 'organised civil society'. Academics from 9 different countries are working to explore developing third sector policy as a multi-level process at EU, national and sub-national levels. Dr Jeremy Kendall will outline the approach and framework of the work that is being undertaken by the Network and lead a discussion with delegates on important policy issues.

- 15.30-16.00** **Break**
- 16.00-16.40** **Members' Presentations**
[DR MARILYN WYATT](#), Poland, [GORDON MICHIE](#), Fundraising Initiatives, UK
[DAVID DIXON](#), David Dixon Associates, UK, [DETLEF FRIEDRICH](#), contec, Germany
 Our regular session for members of EUConsult to give an outline of their services and talk about their work with clients.
- 16.40-18.00** **EUConsult Annual General Meeting and Presentation of Member Satisfaction Survey Results**
 (non-members attending the conference are welcome to attend)
 At the AGM members will approve the election of any proposed new members of the board, the accounts for 2003 will be presented and any other proposals will be discussed and voted on. Following the AGM, David Saint will present the results of the 2003 Member Satisfaction Survey and lead a discussion on the future development of the Association.
- 19.30** **Experience the True Madrid**
 Daryl Upsall, who has known Madrid for 20 years, will take us on an exciting tour of the city, followed by dinner at one of his favourite restaurants and the chance to experience flamenco at its finest.

Sunday, 13 June

- 10.00-11.00** **OPTION 1**
Consultancy Practice - Consulting Across Cultures
[JOHN G KELLY](#), President and Managing Director, Brakeley, Fundraising and Management Consultants, UK
 John Kelly will explore issues that arise when consulting across cultures. How can one ensure that consultants are trained to work effectively in other cultures? How can one adapt things that work very well in the American culture, so that they also work in the many different cultures in different parts of Europe? Brakeley was an American company for many decades but, in the last fifteen years has become an international company with clients throughout Europe and Asia and branch offices in Japan, Germany and Sweden.
- 10.00-11.00** **OPTION 2**
Cultural Group Discussion – Key Issues in the European Arts & Heritage Sector
[Chaired by RICHARD CROSSLAND](#), Director, ABL Cultural Consultants, UK
 Many EUConsult members work for clients in the cultural sector, some exclusively. Richard Crossland will lead a discussion on key issues including:
- The major role of the public sector
 - The blurred definition between not-for-profit and commercial culture
 - National differences in support structures and practices
 - Major new opportunities for cultural tourism, trade and digital distribution
 - Cultural diversity, especially in the context of the enlargement of the EU
 - The lack of information about consulting, training, research and development services across the EU
- The session will explore the need for a more regular cultural group within EUConsult, and the need for research and networking.
- 11.00-11.30** **Break**
- 11.30-12.30** **Case Study – The Rebuilding of Barcelona's Opera House**
[ORIO L AGUILÀ](#), Patronage Director, Grand Theater Liceu, Spain
 The new Liceu – destroyed by fire in 1994, rebuilt and re-opened in 1999 – has opened the opera to the whole of society. Sponsorship played a decisive role in the rebuilding and today continues to make an important contribution to artistic activities. Around 100 companies are now participating in the Liceu Foundation. Oriol Aguilà will give us an insider's view of this challenging and highly successful project.
- 12.30** **Conference close**



**ANNUAL SUMMER CONFERENCE
11-13 JUNE 2004, MADRID**

Registration

Please fax or e-mail to:

Denise Dawes

Fax: +49 30 4053 6846

denisedawes_euconsult@compuserve.com

- Early-bird registration: fax/e-mail by 23 April**
(you will be invoiced on receipt of registration –payment to be received by 30 April)

Member rate (€50) Non-Member rate (€75) Partner rate (€300)

- Standard registration: fax/e-mail after 23 April**
(you will be invoiced on receipt of registration - payment to be received by 31 May)

Member rate (€70) Non-Member rate (€300) Partner rate (€350)

- Yes, I want to register
- Yes, I want to register myself and my partner
- Yes, I want to register ____ colleagues
- Please provide me/my partner/my colleague with vegetarian meals
- I will not be able to attend the Summer Conference this year*

Sunday, 13 June, 10.00-11.00 – please indicate which of the parallel sessions you wish to attend:

Option 1: Consulting Across Cultures

Option 2: Key Issues in the European
Arts & Heritage Sector

Name: _____

Name of partner (not attending conference): _____

Name of colleague/s: (attending conference): _____

Company: _____

Address: _____

Tel: _____

Fax: _____

E-mail: _____

Date: _____

Signature: _____

You will be billed and sent joining instructions once we receive your registration - please register early!