



AFP International Hosted Webconference "The Innovation Impulse"

Presenter: Bernard Ross
Date: Wednesday, March 24, 2010
Time: 12:00pm – 1:30pm

Program Description

"Innovation is the only sustainable competitive advantage" says Philip Kotler, marketing guru. This challenging webinar will demonstrate how organizations- both commercial and not-for-profit- are ensuring they gain and sustain that competitive fundraising advantage. And how your organization can also gain it.

The session is based on Bernard Ross's forthcoming book *The Innovation Impulse* and consultancy work with organizations as diverse as UNICEF, Greenpeace and Cirque du Soleil. It outlines a model for innovation you'll be able to benchmark yourself against. The model will tell you whether you're: an idea poor organization, an incubation poor organization or an implementation poor organization. You'll also learn the roles you need to play to help your colleagues become innovative themselves- coach, gardener, catalyst, pirate, mash-up artist, adventure capitalist, or anthropologist.

Target Audience

The target audience is development professionals at an entry to mid level who are keen to discover how to create innovation across their team or organization and in themselves.



About the Presenter

Bernard Ross is an expert in fundraising, strategic thinking, organizational change and personal effectiveness. He works internationally in Europe, USA, Africa and South America. He is co-director of The Management Centre, an international training and consultancy organization that works exclusively with the non-profit sector. He has worked with a wide range of non-profit organizations over 25 years, including Amnesty International, Greenpeace International, UNICEF, Oxfam and the US Public Broadcasting Service. He recently co-authored 'The Influential Fundraiser', which was listed on the New York Times' top 5 non-profit books for 2009.

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Wednesday, March 24, 2010

12:00-1:30 p.m.

Illinois Institute of Technology, 565 W. Adams, Chicago, IL

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Cost: **FREE** to AFP Chicago Chapter Members

Non-AFP Members/Guests: \$25

Reservations required. Space is limited, so register today!

Please return this form to register!

Questions? Contact Kelly Hollingsworth at (630) 416-1166 or

khollingsworth@afpchicago.org

Please return a copy of this form with payment by March 22, 2010 to the Chapter Office. Each reservation requires a form. No phone reservations are accepted. Please note that all credit card reservations will be charged prior to the event. Cancellations must be submitted in writing on organization letterhead and received 48 hours before the program or you will be charged. Reservations are accepted on a first-come, first-served basis. Non members without reservations will be charged \$25 and will be seated as space permits. Please include an email address to receive an email confirmation of your registration.

12:00 – 1:30 p.m. Webconference

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