

# CROWDnexus

28TH MAY 2015 | THE SHED, CROWDSHED

## 28TH MAY

9.00am Networking & Coffee

9.30am **HELLO & WELCOME** LID Publishing

9.45am **KEYNOTE PRESENTATION**  
THE STATE OF CROWDFUNDING:  
2015 AND BEYOND  
**EPI LUDVIK NEKAJ**  
Founder & CEO Crowdsourcing Week

10.15am **WORKSHOP**  
CREATIVE CROWDFUNDING  
**CHRIS BUCKINGHAM**  
Founder Minivation & Researcher  
University of Southampton,  
Author *Crowdfunding Intelligence*

11.00am Coffee Break

11.30am **MEET THE ENTREPRENEURS  
PANEL DISCUSSION**  
**MODERATED BY CHRIS BUCKINGHAM**  
5 ENTREPRENEURS... 5 PITCHES.... 5 MINUTES...  
**Who would you fund?**  
Tweet us your questions to put to the panel  
[@CrowdedChris #AskThePanel](#)

12.00pm **KEYNOTE PRESENTATION**  
CROWD FUNDING = PEOPLE + CHANGE  
**MADI SHARMA**  
Member European Economic Social Committee

12.20pm **PRESENTATION**  
THE CROWD-POWERED  
ORGANIZATIONAL TOOLKIT  
**ROLAND HARWOOD**  
Co Founder 100open

12.45pm Lunch

1.45pm **KEYNOTE PRESENTATION**  
CROWDFUNDING:  
RAISING THE NEXT BILLION  
**BABOU OLENGHA-AABY**  
Founder *Mums Mean Business*

2.15pm **WORKSHOP**  
TRANSMEDIA STORYTELLING: BRINGING  
CROWDFUNDING STORIES TO LIFE  
**ROBERT PRATTEN**  
CEO & Founder Transmedia Storyteller

2.45pm **MEET THE EXPERTS PANEL DISCUSSION**  
**MODERATED BY CHRIS BUCKINGHAM**

Need advice on your crowdfunding campaign?  
Thinking about crowdfunding, but not sure how to start? Unsure of the true benefits?  
Tweet us your questions to put to the panel  
[@CrowdedChris #AskThePanel](#)  
PANELISTS INCLUDE: **Anastasia Emmanuel**,  
*Indiegogo*, **Benni Lickfett**, *CMO, KriticalMass*,  
**Henry Freeman**, *CEO, Crowdshead*, **Annie O'Toole**,  
*Founder, JUXDIT*, **Babou Olengha-Aaby**, *Founder, Mums Mean Business*

3.15pm **WORKSHOP**  
YOU MAKE IT HAPPEN... BUT HOW?  
**HENRY FREEMAN, CEO, CROWDSHED**  
*Whether you are a stationary business expanding your pen and pencil empire, a children's charity raising money for a day out to the seaside, or the inventor of self-tying laces, crowdfunding offers a fair and democratized way to raise the funds you need.*

3.45pm **PRESENTATION**  
'COMPELLING STORIES –  
CONNECTING WITH THE CROWD?'  
**PETER THOMPSON**  
Founder Shedlight Productions

4.15pm **PRESENTATION**  
BEN & JERRY'S HELP HOOF-START  
SOCIAL ENTREPRENEURS'  
CROWDFUNDING CAMPAIGNS!  
**ALEX WATSON**  
Join Our Core Project Manager, Ben & Jerry's Europe  
Ben & Jerry's is more than just euphoric ice cream!  
Through it's Join Our Core program, Ben & Jerry's recently became the first brand to launch a Europe-wide crowdfunding initiative supporting social entrepreneurs.

4.40pm **CLOSING REMARKS**  
**CHRIS BUCKINGHAM**  
Founder Minivation & Researcher  
University of Southampton,  
Author *Crowdfunding Intelligence*

5.00pm Drinks & Networking

