

Fundraising Boot Camp

*Launching and Executing
a Fundraising Campaign*

WHEN: 27 February 2020 09:00 - 11:30

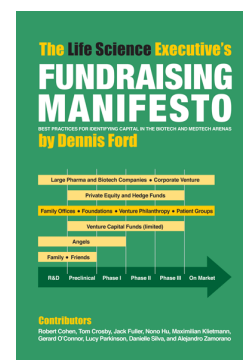
WHERE: Parc Científic de Barcelona, c/ Baldori Reixac, núm. 10-12

09:00-10:30 Branding & Messaging for Fundraising

Presenters: **Dennis Ford**, Founder and CEO, LSN; Creator of the RESI Conference Series; Author of "Fundraising Manifesto"; **Greg Mannix**, Vice President International Business Development, LSN

Workshop Overview:

- How Clear and Consistent Identity Differentiates You
- Creating a Look and Feel
- Seamless Messaging Through All Your Communication Channels
- Marketing Collateral & Website Creation: Logo, Tagline, Elevator Pitch, Executive Summary, Tear Sheet. Slide Deck and Website



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10:30-11:00 Prepare your investor meetings

Workshop Overview:

Your first meeting with a potential investor is crucial. Your only objective is to secure a second meeting, because your story was compelling enough to catch the investor's attention.

- Strategies to maximize your number of partnering meetings with investors
- Research the investment firms and people
- Customize each meeting to the person you are meeting with
- Prepare backup slides to address specific questions

11:00-11:30 Networking Coffee Break

11:30-13:30 One-on-one Office Hours – companies that wish to have a 30-minute meeting with Dennis and Greg to discuss fundraising can book a time by contacting Joey Wong by email j.wong@lifesciencenation.com

Sponsors:



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