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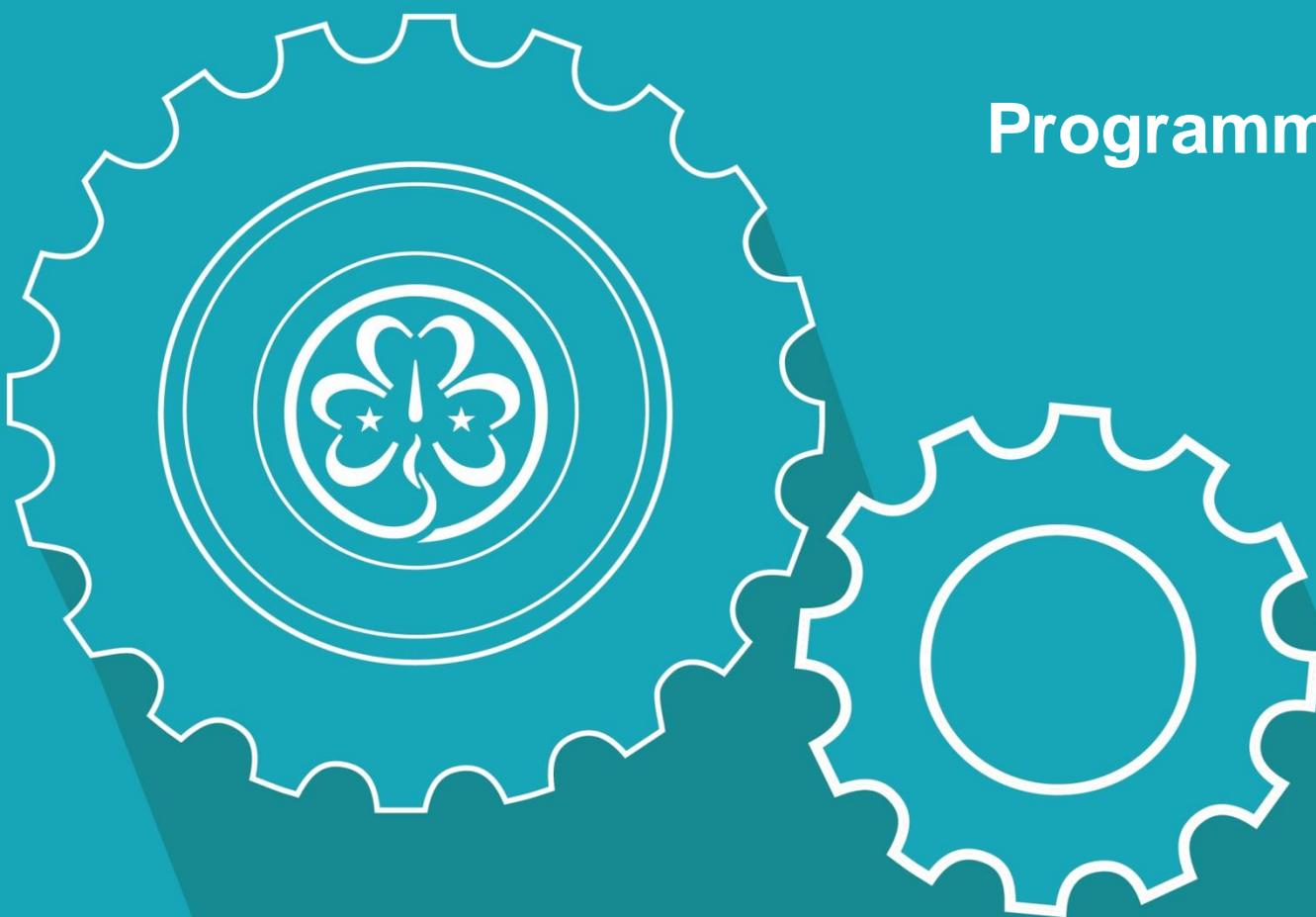
World Association
of Girl Guides
and Girl Scouts

Association mondiale
des Guides et des
Eclaireuses

Asociación
Mundial de las
Guías Scouts

A Movement of Ideas for Growth Results Round Table Meeting 5 – 8 November 2015

Programme



**Global Round Table, A Movement of Ideas for Growth Results
5 – 8 November 2015 - Heathrow / Windsor Marriot Hotel
Programme**

TIME	Thursday 5 November
9:00-12:30	Arrival & Registration in Hotel Reception
10:30-12:00	Launch Pad
12:30-13:45	Lunch
14:00- 14:45	Opening and Keynote Address Girl Effect (Colman Chamberlain, Girl Effect)
14:45-15:15	Getting to know one other
15:15-15:45	Tea and Coffee break
16:00-17:00	Growth and Importance of data research (Noah Roychowdhury, Northstar)
17:10-18:10	<u>Parallel Sessions</u> 1. Session 1: New membership models that embrace diversity 2. Session 2: WAGGGS projects as a pathway to growth 3. Session 3: How technology can help us to grow
18:10-18:45	Creative Connection Space
19:00-20:15	Dinner
20:30	Let ideas mingle

TIME	Friday 6 November
7:30-9:00	Breakfast
9:00-9:15	Reflections
9:15-10:30	A Case Study: Building a Thriving 21st Century Movement (Tony Doye, Girl Scouts of the USA)
10:30-11:00	Tea and Coffee break
11:00-12:00	<u>Parallel Sessions</u> 1. Session 1: The Girl Experience and Diversity 2. Session 2: Use of technology to enhance the girl experience 3. Session 3: Girl Guiding and Girl Scouting method: the fundamentals
12:10-12:40	Creative Connection Space
12:40-13:40	Lunch
13:45-15:00	Volunteerism: evolving and responsive practices (Geri Lau, International Federation of Red Cross and Red Crescent)
15:00-15:30	Tea and Coffee break
15:30-16:30	Volunteerism – What can WAGGGS do for your MO? (Led by Jill Zelmanovits and Heidi Jokinen, Membership Growth Working Group of the World Board)
16:30-16:40	Short break
16:40-17:50	<u>Parallel Sessions</u> 1. Session 1: Volunteerism and diversity 2. Session 2: New and effective approaches to engage volunteers 3. Session 3: Engaging online volunteers – creating change
17:40-18:15	Creative Connection Space
18:15-18:50	Global Hub
19:00-20:15	Dinner
20:30	Let Ideas Mingle

TIME	Saturday 7 November
7:30-9:00	Breakfast
9:00-9:15	Reflections
9:15-10:30	Brand (Nathan Williams, Moving Brands)
10:30-11:00	Tea and Coffee break
11:00-11:50	<u>Parallel Sessions</u> 1. Session 1: The WAGGGS Journey through Value Proposition 2. Session 2: Social Media 3. Session 3: How to Drive Membership Engagement
11:50-12:00	Short break
12:00-13:30	Developing a Brand: Hands-on Workshop
13:30-14:30	Lunch
14:30-15:40	Organizational structure: An Executive Guide to Improve Performance in Your Organization (Mark Glynn, Advanced Solutions International Europe)
15:40-16:00	Tea and Coffee break
16:00-17:00	<u>Parallel Sessions</u> 1. Session 1: Lessons and experience on organizational restructuring in order to address growth 2. Session 2: Grassroots-driven organisational models 3. Session 3: Partnerships to foster organizational capacity
17:00-17:30	Creative Connection Space
18:00-19:00	Global Hub
19:00-20:15	Dinner
20:15	Free night

TIME	Sunday 8 November
7:30-9:00	Breakfast
9:00-9:15	Reflections
9:15-11:00	Change Management (Christopher Clark and Hetal Gokal Change Management Experts)
11:00-11:30	Tea and Coffee break
11:30-12:30	Collision of Ideas
12:30-13:00	Closing Remarks
13:00-14:00	Lunch
14:00	End of event. Afternoon programme available from hotel



Detailed Programme Content

Day 1 – Thursday 5 November

Time	Programme detail
9:00-12:30	Registration – all participants are asked to register by 12:00. (Please see Appendix 1 for further information on directions to the hotel, Hotel Check in and Registration, and practical information)
10:30-12:00	Launch Pad - An informal pre-event space to taste some of WAGGGS programmes and ideas and start getting in the mood Room: Kenilworth
12:30- 13:45	Lunch An Informal opportunity to get to know each other over lunch Room: Brasserie Centrale
14.00-14.45	Opening and Keynote Address Girl Effect by Colman Chamberlain, Senior Director, Connectivity for Girl Effect. <i>Outcome: Participants feel inspired about growth; not only because they want to simply have more members but because they want to better achieve our mission and vision.</i> Room: Buckingham 3
14:45-15:15	Getting to know one another <i>(Led by Jill Zelmanovits WAGGGS Membership Growth Working Group Chair and and Natasha Hendrick WAGGGS Membership Services Working Group Chair)</i> <i>Outcome: Participants have an opportunity to start getting to know one another and share expertise and past experiences, in both their professional and volunteer roles, around growth and the related topics we will be exploring through the week.</i> Room: Buckingham 3
15:15-15:45	Tea and coffee break
16:00-17:00	Growth and the importance of data and research Presentation by Noah Roychowdhury, Principal, Northstar Global Insights Consultants <i>Outcome: Participants understand about the importance of responding to data analysis and trends and embedding them into decision making processes.</i> Room: Buckingham 3
17:10-18:10	Parallel Sessions <i>(Participants to break into groups)</i> <ul style="list-style-type: none"> • Session 1: New membership models that embrace diversity

	<p>(Led by Girlguiding UK; Tamsin Fudge, Member Development Manager and Jess Bond, Region Chair of Communications and Trainer, GG Anglia).</p> <p><i>Outcome: Participants look at examples and discuss on how, by responding to research and data trends, we can achieve growth and improve the diversity of our organisations.</i></p> <p>Room: Kenilworth</p> <ul style="list-style-type: none"> Session 2: WAGGGS projects as a pathway to growth (Led by Anne Guyaz, Membership Growth Working Group of the World Board and Chair Increasing MOs Task Group; and Jenny Giangrande, WAGGGS-Dove Global Programme Manager with participation of MOs) <i>Outcome: Participants look and discuss about how the delivery of programmes that respond to social-cultural trends can become pathways to growth</i> <p>Room: Braemar 2</p> <ul style="list-style-type: none"> Session 3: How technology can help us to grow (Led by John Braithwaite, Managing Director, and Julian Knowles, Strategy & New Business, Ergo Digital Ltd) <i>Outcome: Participants understand how we can use technology to gather and respond to data, and how insight-driven decisions can help drive growth.</i> <p>Room: Braemar 1</p>
18:10-18:45	<p>Creative Connection Space A space to encourage people to come back into the room after the parallel sessions and find someone with a challenge they could discuss and share about</p> <p>Room: Buckingham 3</p>
19:00-20:15	<p>Opening Dinner Facilitating opportunities to have a chat over dinner</p> <p>Room: Buckingham 1 and 2</p>
20:30 -	<p>Let Ideas Mingle An informal space for individual networking, side meetings and catch-ups</p>

Day 2 – Friday 6 November

Time	Programme
9:00-9:15	<p>Reflections: Reconnecting to build better ideas</p> <p>Room: Kenilworth and Braemar 1</p>
9:15-10:30	<p>A Case Study: Building a Thriving 21st Century Movement, Tony Doye, Girl Scouts of the USA <i>Outcome: Participants understand the analysis and process used to develop and</i></p>

	<p><i>implement a national strategy for the 21st century.</i></p> <p>Room: Kenilworth and Braemar 1</p>
10:30-11:00	Tea and coffee break
11:00-12:00	<p>Parallel Sessions (<i>Participants to break into groups</i>)</p> <ul style="list-style-type: none"> <p>Session 1: The girl experience and diversity (Led by Sarah Boddey, Diversity and Inclusion Expert, World Board Membership Growth Working Group) <i>Outcome: Participants share, learn and discuss about how responding to diversity in innovative ways can help deliver a successful girl experience</i></p> <p>Session 2: Use of technology to enhance the girl experience (Led by Jacquelyn Guderley, Co-founder Stemettes) <i>Outcome: Participants share, learn and discuss about how we can empower girls now and in the future by embracing technology trends</i></p> <p>Session 3: Girl Guiding and Girl Scouting method: the fundamentals (Led by Andii Verhoeven, WAGGGS Programme and Training Manager) <i>Outcome: Participants look at the core element of the GG/GS and discuss about “what is Guiding” and how we can bring an innovative experience to all our members.</i></p>
12:10-12:40	<p>Creative Connection Space</p> <p>A space to encourage people to come back into the room after the parallel sessions and find someone with a challenge they could discuss and share about</p> <p>Room: Kenilworth and Braemar 1</p>
12:40-13:40	<p>Lunch</p> <p>Room: Brasserie Centrale</p>
13:45-15:00	<p>Volunteerism: evolving and responsive practices Presentation by Geri Lau, Head of Youth Action and Volunteering Development, International Federation of Red Cross and Red Crescent Societies</p> <p><i>Outcome: Participants understand how the nature of volunteering is changing and learn about what other organisations are doing in order to adapt and adjust to this change</i></p> <p>Room: Kenilworth and Braemar 1</p>
15:00-15:30	Tea and coffee break
15.30-16.30	<p>Volunteerism – What can WAGGGS do for your MO? (Led by Jill Zelmanovits and Heidi Jokinen, Membership Growth Working Group of the World Board with presentation by Nicola Grinstead, Chair of the World Board.)</p> <p>Room: Kenilworth and Braemar 1</p>
16.30-16.40	Short break
16.40 - 17:50	<p>Parallel Sessions (<i>Participants to break into groups</i>)</p> <p>Session 1: Volunteerism and diversity (Led by Sarah Boddey, Diversity and Inclusion Expert World Board Membership Growth Working Group)</p>

	<p><i>Outcome: Participant look at ways of inspiring volunteers from diverse backgrounds to join our organisations.</i></p> <p>Session 2: New and effective approaches to engage volunteers (Led by Kelly Chirumbolo, Volunteer Experience Unit, GSUSA; and Vanessa Mansharamani, Senior Adult Experience Developer/Volunteer Toolkit Product, GSUSA) <i>Outcome 1: Participants discuss about strategies for making it easy for volunteers to engage and ways in which organisations can engage episodic or short-term volunteers in a practical way.</i></p> <p>Session 3: Engaging online volunteers – creating change (Led by Anika Diederich, Programme Associate, Online Volunteering at UN Volunteers) <i>Outcome 1: Participants will learn about UN Online Volunteering programme and how they have adapted to the new volunteering environment</i></p>
17:40-18:15	<p>Creative Connection Space A space to encourage people to come back into the room after the parallel sessions and find someone with a challenge they could discuss and share about</p> <p>Room: Kenilworth and Braemar 1</p>
18:15-18:50	<p>Global Hub MOs sharing their work / projects on growth</p> <p>Room: Kenilworth and Braemar 1</p>
19:00-20:15	<p>Dinner Facilitating opportunities to have a chat over dinner</p> <p>Room: Brasserie Centrale</p>
20:30 -	<p>Let Ideas Mingle An informal space for individual networking, side meetings, catch-ups and social</p>

Day 3 – Saturday 7 November

Time	Programme
9:00-9:15	<p>Reflections Reconnecting to build better ideas</p> <p>Room: Buckingham 3</p>
9:15-10:30	<p>Brand Presentation by Nathan Williams, Service Design Director, Moving Brands</p> <p><i>Outcome: Participants hear about insights on branding matters and look at the key elements on branding and organisation that need to be considered when strengthening a brand. Participants feel inspired to look at their brands and see how they can best be used to promote growth.</i></p> <p>Room: Buckingham 3</p>

10:30-11:00	Tea and coffee break
11:00-11:50	<p>Parallel Sessions (<i>Participants to break into groups</i>)</p> <ul style="list-style-type: none"> Session 1: The WAGGGS Value Proposition Journey (Led by Natasha Hendrick Chair of WAGGGS Membership Services Working Group and Elisa Chiodi WAGGGS Membership Development Director) <i>Outcome: Participants hear about the journey WAGGGS is going through and look at how to start their own journey.</i> Session 2: Social Media (Led by Alison Wilcox, in collaboration with Erin Taylor, GSUSA Marketing Dept.) <i>Outcome: Participants look at connecting their technology strategy to their brand story and the look/feel of the organisation, and discuss about how to remain true to values while embracing technology.</i> Session 3: How to Drive Membership Engagement and Achieve Organizational Success (Led by Mark Glynn Performance Improvement Specialist, Advanced Solutions International; ASI, Europe) <i>Outcome: Participants will learn and discuss about the importance of brand integration to impact relationship management and achieve membership engagement and drive organizational success.</i>
11:50-12:00	Short break
12:00-13:30	<p>Developing a Brand: Hands-on Workshop (Led by Stephanie Drakes CEO and Natalie Richards, Director, Social and Local)</p> <p><i>Outcome: Participants will have had a hands-on experience on the process of developing a brand.</i></p> <p>Room: Buckingham 3</p>
13:30-14:30	<p>Lunch</p> <p>Room: Brasserie Centrale</p>
14:30-15:40	<p>Organizational structure: An Executive Guide to Improve Performance in Your Organization Presentation by Mark Glynn, Performance Improvement Specialist, Advanced Solutions International (ASI, Europe)</p> <p><i>Outcome: Participants will hear about structures and management approaches that have worked for growth and what the underlying organisational principles of successful structures were.</i></p> <p><i>Participants learn about how to address organisational structure and performance management approaches that promote growth.</i></p> <p>Room: Buckingham 3</p>
15:40-16:00	Tea and coffee break
16:00-17:00	<p>Parallel Sessions (<i>Participants to break into groups</i>)</p> <ul style="list-style-type: none"> Session 1: Lessons and experience on organizational restructuring in

	<p>order to address growth (Led by Alison Wilcox, GSUSA, in collaboration with Helen Welsh, Holiday Brownies, GGUK) <i>Outcome: Participants hear and discuss about MOs' lessons and experiences on organizational restructuring and adapting structures to cultural and regional contexts in order to address growth</i></p> <ul style="list-style-type: none"> • Session 2: Grassroots-driven organisational models (Led by Elisa Chiodi, Membership Development Director, WAGGGS) <i>Outcome: Participants will learn about non-traditional organisational structures and hear about how many grassroots-driven organisations embrace this model.</i> • Session 3: Partnerships to foster organizational capacity (Led by Katherine Price, WAGGGS Head of Global Partnerships with participation of MOs) <i>Outcome: Participants look and discuss about how we can use partnerships to enhance organisational structures and promote growth.</i>
17:00 – 17:30	<p>Creative Connection Space A space to encourage people to come back into the room after the parallel sessions and find someone with a challenge they could discuss and share about</p> <p>Room: Buckingham 3</p>
18:00-19:00	<p>Global Hub - MOs sharing their work / projects on growth Girl Guiding and Girl Scouting Overseas New countries Community guiding partnership</p> <p>Room: Buckingham 3</p>
19:00-20:15	<p>Dinner Facilitating opportunities to have a chat over dinner</p> <p>Room: Brasserie Centrale</p>
20:15	Free night

Day 4 – Sunday 8 November

Time	Programme
9:00-9:15	<p>Reflections Reconnecting to build better ideas</p> <p>Room: Buckingham 3</p>
9:15-11:00	<p>Change Management Presentation by Christopher Clark and Hetel Gokal, Change Management Experts</p> <p><i>Outcome Statement: Participants will learn about the key factors that need to be considered when planning for change; what to do to give change the best chance</i></p>

	<p><i>of success; and how they can return to their MOs and build support for change.</i></p> <p>Room: Buckingham 3</p>
11:00 -11:30	Tea and coffee break
11:30-12:30	<p>Collision of Ideas (Led by Jill Zelmanovits, Chair WAGGGS Membership Growth Working Group) <i>Outcome: Participants will have debriefed on the most significant learnings, evaluated whether expectations were met and looked at key action points and next steps.</i></p> <p>Room: Buckingham 3</p>
12:30-13:00	<p>Closing Remarks (Led by <i>Natasha Hendrick, Chair WAGGGS Membership Services Working Group, and Jill Zelmanovits, Chair WAGGGS Membership Growth Working Group</i>)</p> <p>Room: Buckingham 3</p>
13:00-14:00	<p>Lunch</p> <p>Room: Brasserie Centrale</p>
14:00	End of event. Afternoon programme available from hotel

Appendix 1

Sign up for Parallel Sessions:

Please follow this survey monkey link to sign up to parallel sessions
www.surveymonkey.com/r/RTRegistration



Hotel Directions

Hotel venue: The event will take place at Heathrow / Windsor Marriot Hotel, which has excellent conference facilities and within easy reach of Heathrow Airport and only 10 minutes' drive from Royal Windsor. For more details on the venue please see link to hotel website below.

Heathrow / Windsor Marriot Hotel

Ditton Road
Langley
Slough
SL3 8PT
Tel: +44 1753 544244

www.marriott.co.uk/hotels/travel/lhrs1-heathrow-windsor-marriott-hotel/

Arrival at Heathrow: At Heathrow Airport participants should take the Heathrow Hoppa - National Express Coach H55 from Terminal 5 to the Heathrow / Windsor Marriot Hotel. If you are arriving or departing from another terminal then please take the Heathrow Express train to Terminal 5 to catch the coach to Heathrow / Windsor Marriot Hotel. Please see above for Hotel's address and phone number.

Hotel Hoppa tickets are available in advance from National Express ticket machines or desk in Terminal 5. If you wish to purchase one from a ticket machine please ask for a ticket to Heathrow Marriott Windsor Hotel.

Tickets can also be purchased in cash for £4.50 in terminal or £5.00 on board bus. Return £9.00. Buses depart from Stop 22 & 23 outside Heathrow Terminal 5 every 30 minutes between 04:36 and 23:36 (6 minutes and 36 minutes past the hour).

For your return journey the bus departs outside the Heathrow / Windsor Marriot Hotel to Heathrow Terminal 5 at 25 and 55 minutes around the hour. If you have not purchased a return ticket, you can also purchase tickets from the Hotel Concierge before departure or on the bus in cash.

Arrival from Central London: For those arriving from St Pancras on the Eurostar or other locations in Central London we advise that you take the Piccadilly line to Heathrow Terminal 5 and then follow instructions as per above from Heathrow.

Registration:

Registration for the Growth Round Table will take place in the Hotel Reception area from Thursday 5 November between 9:00-12:30. The WAGGGS staff team will be available to welcome you at the Registration desk and answer any queries.

Hotel Check in: Please note that Check in at the hotel is from 3:00 pm. The hotel will do its best to accommodate early arrivals otherwise you will be able to use the hotel's Executive lounge.

Hotel Check out: Please note that Check out at the hotel is before 12:00 pm. Should you stay after 12:00 pm this will be at your own cost. The hotel will provide a storage room for luggage if required on Sunday 8 November for those departing that day.

Arrival before 5 November: On arrival at the hotel please Check in at the hotel and then register with WAGGGS team on the morning of 5 November.

Arrival on 5 November: On arrival at the hotel please Register with the WAGGGS team for the Round Table and then Check in at the Hotel Reception.

Arrival after 5 November: On arrival at the hotel please Check in at the hotel on arrival and then register with WAGGGS team in the Round Table meeting room.

Please note that your Registration Fee includes all accommodation and meal costs from lunch on Thursday 5 November to lunch on Sunday 8 November. Any additional costs will be at your own expense.

Early arrival or late departure: Please note that should you be staying at the hotel before 5 November or departing after 8 November, rooms will be at your own cost at £112 for a double room and £102 for a single room per room including breakfast. Should you require extra nights' accommodation at the hotel please contact growthroundtable@waggs.org and they will coordinate this with the hotel.

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Filming/Photography

In order to maximize the impact of the Round Table we plan to live stream and film some of the sessions as well as take photographs of participants. Please contact growthroundtable@waggs.org by 28 October should you not wish to be filmed or photographed. You can also let a member of the WAGGGS staff team know during the event if you prefer not to be filmed or photographed.

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Hotel House rules

A credit card will be required at check-in at to guarantee the room. No payment will be taken from your credit card unless you incur additional expenses during the event. A pre-authorisation will be taken on each card to the maximum amount of £50.00 GBP.

Check in is available after 3pm. The hotel will do its best to accommodate early arrivals otherwise you will be able to use the hotel's Executive lounge. Check-out must be before 12:00pm on Sunday 8 November. The hotel will provide a storage room for luggage if required on Sunday 8 November for those departing that day.

24 hours front desk reception service.

Wi-Fi: Free Wi-Fi in each room.

The entire hotel is a non-smoking establishment.

No pets are permitted in the hotel.

Fire alarm test: There is a fire test alarm in the hotel every Friday at 13:30pm During the WAGGGS conference this will not require anyone to leave the hotel premises unless advised otherwise. The alarm will be a sound alarm.

Health issues during the meeting: There is a First Aider in hotel who is always on-site. If you require a Doctor during your stay from your room you call 0 from your room and the reception team will organize appropriate medical support to come to the hotel.

Meals

Breakfast: Breakfast is served in the Brasserie Centrale of the hotel from 6:30-10:00 Monday-Friday and 07:00-11:00 Saturday and Sunday.

Lunch: Lunch will be as per the attached programme in the Brasserie Centrale.

Dinner: Dinner will be as per the attached programme in the Buckingham 3 on Thursday 5 November and thereafter in the Brasserie.

Uniform

Formal Girl Guide/Scout uniform for Thursday Opening Ceremony. Following that people are asked to wear smart informal wear, but they are also welcome to wear Girl Guide/Scout uniform.

Car parking

Car parking is available at the hotel. Should you be driving and to assist the hotel in registering your car in the hotel car park please send your registration number in advance to growthroundtable@wagggg.org or advice the hotel on check in.

Temperature

The weather will be cold in November in London, UK, when autumn is blending into winter. This month is characterised by falling temperatures, with daily highs around 13°C in early November. You are advised to bring warm and waterproof clothing should you be planning to undertake any activities outside of the Round Table event.

Tourism

Should you arrive early or depart later the hotel is also able to provide some visits to local tourist attractions. These include:

- Windsor Castle Visit – at a cost of £18.60 or £19.20 on the gate per adult
- The guide for Windsor tour of town would be £175.00 for up to 25 in each group which would be £7.00 each for a tour of the Town and the guide taking your guests to the Castle.
- Afternoon tea in the guildhall would be a cost £21.00 pp.
- The Team bonding Historical trail would be for a group of five £12.50 each group (to be organized in advance). Duration to be advised

If you wish to attend any of these tours on the Thursday morning or Sunday afternoon please sign up for these tours in the survey monkey link: www.surveymonkey.com/r/RTRegistration

Shopping Centre

The nearest shopping centre is Windsor. This is accessible by bus or taxi. Bus number 78 will get you in around 20 to 30 minutes. Bus 702 (Green Line) will take you all the way to Hyde Park corner for Oxford Street.

Local pubs

Should you wish to have a flavour of the local area there are also 2 local pubs:

- Toby Carvery, located on the opposite side of the road to the Hotel.
- Harvester, turn left at the traffic lights and walk for less than five minutes down the main road (London Road).

Additional information

Should you require extra information during the Round Table meeting please contact the WAGGGS staff team. Also attached is further information on the hotel where the Round Table meeting will be held.

We will have a WAGGGS Round Table phone where a staff member will always be able to assist you, should you have any queries at the airport, with immigration or while you are at the hotel. Please feel free to call us at any time and we will do everything we can to make your journey a smooth one. **The number is +447552278987.**