



# National Volunteer Management Conference

**26 April 2023**

10am-4:30pm

Institute for Lifecourse and Society, University of Galway



**Volunteer  
Ireland**  
Obair Dheonach Éireann

Sponsored by



# Wednesday 26th April

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**10:00am** Registration & Networking

**10:50am** Morning Plenary

**Nina Arwitz**, Volunteer Ireland CEO – Welcome

**Department of Rural and Community Development** – National Volunteering Strategy

**Stuart Garland** – European projects

**Martin J Cowling** – Keynote

**11:40am** Mid-morning break

**12:00pm** Morning Masterclasses

**Masterclass 1:** Marketing on a shoestring – How to reach new volunteers

**Masterclass 2:** Embracing change and attracting today's volunteers

**Masterclass 3:** Engaging ad-hoc volunteers

**Masterclass 4:** Employee volunteering – How can we benefit?

**Panel discussion 1:** Youth volunteering & Engagement

**1:00pm** Lunch & Networking Session

1pm: [Group A](#)

1:45pm: [Group B](#)

When one group is having lunch, the other group will be taking part in a speed networking session.

**2:20pm** Afternoon Masterclasses

**Masterclass 5:** Trauma-informed volunteer management

**Masterclass 6:** Embracing change and attracting today's volunteers

**Masterclass 7:** It's not me, it's you. Can I fire a volunteer?

**Panel discussion 2:** Engaging volunteers with a disability

**3:20pm** Afternoon Break

**3:40pm** Afternoon Plenary

**Volunteero** – How to improve volunteer engagement & retention

**Penelope Maguire** – Volunteer Management Skills Survey

**Peter Boland** – Alliance for Insurance Reform

**Cian Murphy** – Irish Charity Engagement Monitor Research

**Nina Arwitz**, Volunteer Ireland CEO – Final remarks

## Welcome

Welcome to Volunteer Ireland's annual conference. We're happy to be back in person after holding the conference online for the past two years. With a mix of national and international speakers, nine masterclasses and panel discussions over the course of the day, we look forward to welcoming you to this year's National Volunteer Management Conference.

## Sponsor

We are delighted to have the support of [Volunteero](#) to deliver this year's conference. Volunteero is a volunteer management software that makes it easy for organisations to set up and manage their volunteers.

Volunteero will be attending the conference and will be available to answer all of your questions either at their stand or during their session. Make sure to come by and say hi!

## Venue

The venue is kindly provided by the University of Galway.

## Tickets

- Early bird tickets will be available until April 5th.
- Tickets are available to purchase via Eventbrite. If you come across any issues, please contact [lucie@volunteer.ie](mailto:lucie@volunteer.ie)
- Tickets include access to:
  - All plenary sessions
  - 2 masterclasses/panels (one in the morning and one in the afternoon)
  - All networking sessions
  - Lunch & refreshments

Join the conversation on social media with the hashtag [#NVMC2023](#)

# Morning Masterclasses



Sorcha MacMahon  
Alice Public Relations

## Marketing on a shoestring – How to reach new volunteers

With so many digital platforms available to us now, it can be difficult to decide the best way to reach your audience. In this workshop we'll look at simple tips and tricks to help you reach new and current volunteers through social media and wider digital communications. From free tools and creating engaging content to the practicalities of consent, this workshop will provide volunteer managers with valuable takeaways that you can put into practice immediately.



Martin J Cowling  
Change Management and Volunteerism

## Embracing change and attracting today's volunteers

*This masterclass is repeated in the afternoon.*

Building on his keynote, Martin will follow with a masterclass that will challenge you as a volunteer manager to embrace change within your volunteer programme. The session will equip you to consider how to best attract and keep today's volunteers whilst meeting organisational goals. Elaborating on the seven factors, Martin will share with you some practical suggestions, tips and ideas to think about the future while staying sustainable.



Terri O'Brien  
Corporate and Programmes Manager  
Volunteer Ireland

## Employee volunteering – How can we benefit?

There are many ways companies can support community organisations. Join this session to discuss and learn how you can benefit from a company's human and financial resources. It might be through: professional skills share; completing that project that's needed to be done for years; supporting clients via an educational or social programme or activity; and everything in between. This session will arm you with tools and confidence to identify, plan and lead a company volunteer activity in your organisation.



Lucia Canavan  
Cope Galway

## Engaging ad-hoc volunteers

In the past few years, there has been an increasing demand for flexible, episodic volunteering opportunities. During this masterclass, Cope Galway will discuss how they recruit and engage ad-hoc volunteers as well as compare their management practices between long-term and episodic volunteers.

# Networking

The conference is the major annual event for volunteer managers and coordinators to network with one another. This year, we will offer a number of ways for you to connect and network with your fellow attendees.

- **Pre-conference Networking Tables:** join us from 10am to meet and discuss with fellow delegates. Five networking tables will be made available and each will have a specific topic to discuss, engage and share your knowledge.
- **Speed Networking Session:** before or after your lunch break, you will be invited to join a speed networking session where you'll be randomly paired with another attendee every five minutes.
- **1:1 meetings:** you will get a chance to have a quick chat with other attendees during our breaks and in-between sessions.
- **Name badges & QR codes:** you will receive name badges with QR codes linked to your LinkedIn profile to make it easy to network on the day.
- **Social wall:** share content via social media to be featured on our social wall! Use #NVMC2023

## Panel Discussion: Youth volunteering

- During this panel discussion, we will be joined by Spunout's Head of Engagement, Sinead Beirne, the Student Volunteer Coordinator at the University of Galway, Dr Lorraine Tansey, and the International Association for Volunteer Effort's Executive Director, Nichole Cirillo, to discuss the future of youth volunteering, how to create volunteer roles and engage with this specific age group. They will be joined by two young volunteers, respectively from the University of Galway and Spunout who will share their volunteering experiences with different VIOs.

# Afternoon Masterclasses



Quality Matters  
Trauma Informed Care

## Trauma informed volunteer management

Trauma is widespread and has far-reaching impacts on the health and wellbeing of individuals and their engagement with health, community, social care staff and services. This masterclass will provide insights on some of the key concepts of Trauma Informed Practice and how these concepts relate to volunteer management. Quality Matters will also provide an overview of next steps that can be taken by organisations wishing to start their Trauma Informed Journey.



Martin J Cowling  
Change Management and Volunteerism

## Embracing change and attracting today's volunteers

*This is a repeat of the masterclass in the morning*

Building on his keynote, Martin will follow with a masterclass that will challenge you as a volunteer manager to embrace change within your volunteer programme. The session will equip you to consider how to best attract and keep today's volunteers whilst meeting organisational goals. Elaborating on the seven factors, Martin will share with you some practical suggestions, tips and ideas to think about the future while staying sustainable.



Stuart Garland  
Learning and Capacity Building Manager  
Volunteer Ireland

## It's not me, it's you. Can I fire a volunteer?

We do as much as possible to welcome new volunteers into our organisations, but we don't like to talk about firing our volunteers. In this session, we'll explore the subject which some consider taboo, we'll examine good practice and go through the options we have when we need to say goodbye to a volunteer.

## Panel Discussion: Engaging volunteers with a disability

Join us during this panel discussion to hear from volunteers about their experiences as volunteers with a visible or hidden disability engaging with local and national organisations. We will also be joined by the Disability Federation of Ireland to learn about best practices in engaging, communicating and managing volunteers with a disability.

# Accessibility

- In an effort to be sustainable and environmentally friendly, the conference will start at 11am to allow more time for attendees using public transport to arrive at the University. We will have pre-conference networking tables from 10am so make sure to join us if you arrive early or have stayed overnight!
- Parking at the University of Galway will be limited and on a first-come, first-served basis. If you can, try to carpool or use public transport. Campus maps and parking information can be found in your confirmation email once registered.
- The building is wheelchair accessible. For more information, please contact [lucie@volunteer.ie](mailto:lucie@volunteer.ie)

# Contacts

Feel free to contact [lucie@volunteer.ie](mailto:lucie@volunteer.ie) if you have any questions or would like more information regarding the conference and our sessions. You can also reach out to us via social media.



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