Celgene’s 2017 Pay It Forward Contest
Menu of Conferences

Notes:
- Registration prices reflect standard registration and do not include early bird discounts or member registration prices.
- Registration prices reflect full conference attendance, but do not include additional pre- and post-conference workshops.
- Some conferences have only posted dates and locations, and program information will be available at a later date. Refer to past conferences to determine if the conference is right for your organization.
- The list below is in calendar date order. On page 11 of this document, the conferences are summarized according to category, as was suggested by Celgene’s Patients’ Partners Advocacy Council.

February

- **Data On Purpose / Do Good Data**
  Tuesday – Wednesday, February 7 – 8, 2017
  Stanford, CA
  Host: Stanford Center on Philanthropy and Civil Society’s Digital Civil Society Lab, Stanford Social Innovation Review and Do Good Data
  Registration: $950

  Description: We work in a time when there is an overabundance of data! It has the ability to transform how social sector organizations operate, interact with one another, and serve constituents. It also has the capacity to do great harm and many working in the sector know they are in over their heads when it comes to their own competencies to execute. Join other data experts, academics, practitioners, and social sector leaders for two days of skillfully-led sessions on topics ranging from aligning practice with policy to creating a culture of data, and how Silicon Valley is facilitating data practices in civil society.

- **Social Media Strategies Summit**
  Tuesday – Thursday, February 7 – 9, 2017
  San Francisco, CA
  Host: Global Strategic Management Institute
  Registration: $1,799

  Description: Fuel your social media strategy through compelling content, customer experience, brand storytelling, advocacy and technology. Learn from leading marketers with proven methods to succeed on social platforms.
• Building Operational Effectiveness: Strengthening Your Nonprofit for Success
  New!
  Wednesday - Thursday, February 15-16, 2017
  Chicago, IL
  Host: Northwestern | Kellogg Executive Education – Center for Nonprofit Management
  Registration: $950 (Must submit application)

  Description: Nonprofit executives have to balance several priorities to keep their
  organizations operating smoothly. They must consider organizational processes, key
  performance metrics, bottlenecks, organizational frameworks and process improvement;
  all while running their organization. As a result, they lack the opportunity to check in with
  themselves and evaluate their management styles and its effect on the organization.
  This program will give you the opportunity to explore and evaluate the existing
  management and operational practices at your organization. Experiential group work will
  facilitate re-assessment of current procedures and offer new strategies to tackle
  organizational needs.

• Wisdom 2.0
  Friday – Sunday, February 17 – 19, 2017
  San Francisco, CA
  Host: Wisdom 2.0
  Registration: $1,499

  Description: Wisdom 2.0 is the premiere gathering focused on exploring the intersection
  of wisdom and technology. The flagship gathering is in San Francisco each year, where
  thousands of people from over 30 countries join in asking: how do we live with greater
  presence, purpose and wisdom in the digital age? Speakers include leaders in
  technology and wisdom, including the founders of Twitter, Facebook, Paypal and eBay,
  along with wisdom teachers such as Eckhart Tolle.

• 2017 Washington Nonprofit Conference
  Wednesday – Friday, February 22 – 24, 2017
  Washington, DC
  Host: Direct Marketing Association Nonprofit Federation
  Registration: $889

  Description: Two-day event where participants will exchange innovative marketing and
  fundraising ideas, generate insightful solutions and think creatively to help make the
  relationship with donors even stronger. This conference will be the platform for providing
  education related to direct/interactive marketing principles and practices, providing the
  latest in direct/interactive legislation, regulatory and standards-setting issues facing
  nonprofits and addressing ethical practices related to direct/interactive fundraising and
  other communications.
March

- **11th Annual Peer-to-Peer Fundraising Conference**
  Wednesday – Thursday, March 1 – 2, 2017
  Atlanta, GA
  Host: Peer-to-Peer Professional Forum
  Registration: $945

  Description: The Peer-to-Peer Professional Forum (formerly the Run Walk Ride Fundraising Council) was launched in May 2007 to support the professionals who manage the events that raise in excess of $1 billion a year for good causes. Join hundreds of peer-to-peer fundraising professionals and industry experts to learn new ideas and hear about industry trends and best practices that can propel your peer-to-peer program to reach new heights.

- **18th Annual Forum on Nonprofit Effectiveness New!**
  Friday, March 3, 2017
  Tucson, AZ
  Host: ASU Lodestar Center for Philanthropy & Nonprofit Innovation
  Registration: opens January 2017

  Description: This annual one-day forum celebrates nearly 20 years of the ASU Lodestar Center’s role in educating and providing knowledge and tools to the nonprofit community. The day will feature an opening keynote session and an engaging luncheon presentation and panel on the latest research on the nonprofit sector. The afternoon will conclude with several unique workshops presented by our community’s most influential leaders. Topics range from marketing and social media strategies to board governance and impact measurement models -- and everything in between!

- **Great Ideas Conference**
  Sunday – Tuesday, March 5 – 7, 2017
  Orlando, FL
  Host: Center for Association Leadership (ASAE)
  Registration: $1,499

  Description: ASAE’s Great Ideas Conference is the place for association executives and directors to gather from around the globe to talk about the future of associations, and the big ideas that will get them ahead of the curve. Our goal is to create the space you need to get exposed to ideas you never knew existed in a relaxed collaborative setting. Great Ideas is made up of more than 100 Idea Labs ranging from topics in leadership, governance, membership, marketing, ROI, and more.

- **SXSW Social Impact**
  Saturday – Wednesday, March 11 – 15, 2017
  Austin, TX
  Host: South by Southwest® (SXSW®)
  Registration: $1,225 (Interactive only)
Description: SX Social Impact highlights innovative ideas from the creative industries that are contributing to a better world. The programming will offer opportunities to those working on social impact, from storytellers, entertainers and designers to nonprofits and charities, to identify and share solutions.

- **Nonprofit Technology Conference**  
  Thursday – Saturday, March 23 – 25, 2017  
  Washington, DC  
  Host: Nonprofit Technology Network (NTEN)  
  Registration: $950

  Description: NTEN aspires to a world where all nonprofit organizations use technology skillfully and confidently to meet community needs and fulfill their missions. NTEN facilitates the exchange of knowledge and information within our community at the annual Nonprofit Technology Conference. We connect our members to each other, provide professional development opportunities, educate our constituency on issues of technology use in nonprofits, and spearhead groundbreaking research, advocacy, and education on technology issues affecting our entire community.

- **Patient Centric Clinical Innovation Conference**  
  Thursday – Friday, March 27 – 28, 2017  
  Alexandria, VA  
  Host: Q1 Productions  
  Registration: $2,150

  Description: With a blended group of presenters including industry experts, legal and regulatory representatives as well as patients and patient groups, this conference will provide the pharmaceutical industry with a unique opportunity to investigate methods for integrating patients into clinical research. As one of the most challenging phases of product development, time and cost savings in clinical research are of paramount importance, and this program will provide tangible solutions and methodologies for integrating the patient into clinical studies. From protocol and study design to patient enrollment and retention, recognizing how and where the patient can be integrated into the study will provide the insight and knowledge required to sustain growth and launch into the next generation of clinical research.

**April**

- **2017 Nonprofit Talent & Culture Summit** New!  
  Wednesday – Friday, April 5 – 7, 2017  
  Washington, DC  
  Host: Nonprofit HR  
  Registration: $450

  Description: The 2017 Nonprofit Talent & Culture Summit is a transformational three-day event where forward-thinking nonprofit and association leaders exchange fresh ideas and collaborate on new ways to advance their missions and goals through talent.
• **Conference on Diverse Philanthropy and Leadership** New!
  Wednesday – Friday, April 19 – 21, 2017
  Atlanta, GA
  Host: Council for Advancement and Support of Education (CASE)
  Registration: $645

  **Description:** CASE and African American Development Officers Network (AADO) will conduct the fifth conference on diverse philanthropy and leadership to meet the great demand for professional development at all levels of advancement. The conference concentrates on emerging philanthropic markets (i.e., ethnic, LGBT, young alumni) in advancement, while exploring minority wealth, philanthropic behaviors and diverse engagement strategies. The program also features sessions on enhancing management and leadership skills for advancement professionals of diverse backgrounds.

• **Stanford Medicine X | ED** New!
  “Precision Education: the Future of Patient-Centered Medical Education”
  Saturday – Sunday, April 22 – 23, 2017
  Stanford, CA
  Host: Stanford University AIM Lab
  Registration: $999

  *Please note, this registration does not include access to Medicine X, the general medical innovation conference held in September.*

  **Description:** Stanford Medicine X | ED is a conference on the future of medical education at the intersections of people, technology and design. As an Everyone Included™ program, it aims to place patients and caregivers at the center of medical education, in partnership with medical learners and teachers. They challenge the belief that medical education is domain exclusive to health care practitioners, but instead benefits from interdisciplinary co-creation with all relevant health care stakeholders.

• **Council on Foundations 2017 Annual Conference: Leading Together** New!
  Sunday – Wednesday, April 23 – 26, 2017
  Dallas, TX
  Host: Council on Foundations
  Registration: $1,440

  **Description:** *Leading Together* is the premier conference for the philanthropic community. It’s a rich, immersive, thought-provoking experience dedicated to exploring the essential role that philanthropy — and you — plays in society and creates transformational change. At Leading Together, you’ll learn, connect, and grow. You’ll mingle with thought leaders, industry pioneers, and more than a thousand of your peers from across the country and from all foundation types — over four energizing days filled with dynamic keynotes, sessions, and networking events. Plus, you’ll walk away with a renewed love for what you do — and what philanthropy can accomplish when we lead together.
• **Health Datapalooza 2017**  
  Thursday – Friday, April 27 – 28, 2017  
  Washington, DC  
  Host: Academy Health  
  Registration: $1,095  

  **Description:** Health Datapalooza is a national conference focused on liberating health data, and bringing together the companies, startups, academics, government agencies, and individuals with the newest and most innovative and effective uses of health data to improve patient outcomes. Attendees will have the opportunity to learn directly from leaders and top minds across government, health care and technology through keynote presentations, main stage panels, and workshops.

• **International Fundraising Conference**  
  Sunday – Tuesday, April 30 – May 2, 2017  
  San Francisco, CA  
  Host: Association of Fundraising Professionals  
  Registration: $1,499  

  **Description:** Disruption is changing the rules of the game in the philanthropic space. Gifts are being made at unprecedented levels to resolve complex social issues, and as the size of the gifts grow, so do the accountabilities key funders are placing on fundraisers. You’re invited to be part of a community of leading funders and fundraisers exploring new strategies for social innovation and community impact at AFP’s 54th International Fundraising Conference in San Francisco!

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**May**

• **Email Evolution Conference (EEC) 2017**  
  Monday – Wednesday, May 1 – 3, 2017  
  New Orleans, LA  
  Hosts: Direct Marketing Association and Email Experience Council  
  Registration: $1,395  

  **Description:** Whether you’re looking to inject a big dose of digital enhancement into your campaign, or just want to seek out the trends that will keep you a cut above the rest, the Email Evolution Conference’s invigorating blend of exclusive content, expert advice, cutting-edge technologies and exclusive networking can deliver you the updated look-or total transformation-you need to keep those customers coming back for more.

• **Cause Marketing Forum**  
  Wednesday – Thursday, May 31 – June 1, 2017  
  Chicago, IL  
  Host: Cause Marketing Forum  
  Registration: $1,145
Description: Cause Marketing Forum, Inc. was founded in 2002 with the goal of increasing the number of successful company/cause alliances by providing business and nonprofit executives with the practical information and connections they need to succeed. The annual Cause Marketing Forum conference is the one event laser-focused on what's working in the world of corporate/nonprofit partnerships.

June

- **MCON 2017**
  Thursday – Friday, June 5 – 6, 2017
  Washington, DC
  Host: Achieve: A research and creative agency for causes
  Registration: $295

  Description: MCON gathers leaders, activists and social entrepreneurs to understand today’s social movements and how to turn interest in an issue into action. The MCON experience is devoted to the new ways organizations and companies need to operate, the culture they represent, the transparency they need to compete and the innovation that is taking place for social issues. MCON explores the unprecedented enthusiasm for making the world a better place and how any individual, no matter where you work or live, can take advantage of this excitement to spark a movement and create change.

- **DIA 2017**
  Sunday – Thursday, June 18 – 22, 2017
  Chicago, IL
  Host: DIA (Drug Information Association)
  Registration: $1,350

  Description: DIA 2017 Annual Meeting is the largest global interdisciplinary event that brings together key thought leaders and innovators from industry, academia, regulatory and government agencies, health, patient, and philanthropic organizations from around the globe - and across all disciplines involved in the discovery, development, and life cycle management of health care products. The goal of the meeting is to provide you and your team with a rare opportunity to build on what you already know in the development of new therapies and accelerate efforts to enhance health and well-being.

- **Annual Conference for Donor Relations Professionals**
  Wednesday – Friday, June 28 – 30, 2017
  Chicago, IL
  Host: Council for Advancement and Support of Education (CASE)
  Registration: $1,380

  Description: Great stewardship happens when your leadership, your development officers and your donor relations team work together. Join us for a conference experience that unites members of these groups to encourage you to think more creatively, strategically and collaboratively about how best to steward your institution’s donors.
• **Social Innovation Summit 2017: Business Innovation Meets Social Transformation**  
  Wednesday – Friday, June 28 – 30, 2017  
  Chicago, IL  
  Host: Landmark Ventures  
  Registration: $1,895  
  
  **Description:** The Social Innovation Summit 2017 represents a global convening of black swans and wayward thinkers. Where most bring together luminaries to explore the next big idea, we bring together those hungry not just to talk about the next big thing, but to build it.

**July**

• **2017 Nonprofit Marketing Conference**  
  Monday – Wednesday, July 10 – 12, 2017  
  Washington, DC  
  Host: American Marketing Association  
  Registration: $900  
  
  **Description:** One-of-a-kind perspectives, expert-led sessions and an exceptional line-up of speakers will be featured throughout this unparalleled conference program, with all content tailored specifically for nonprofit marketers.

**August**

• **12th Annual Bridge to Integrated Marketing & Fundraising Conference**  
  Wednesday – Friday, August 2 – 4, 2017  
  National Harbor, MD/Washington, DC  
  Hosts: Direct Marketing Fundraisers Assoc. and Assoc. of Fundraising Professionals  
  Registration: $975  
  
  **Description:** Bridge Conference sessions are expertly designed to provide you with education and research on the most cutting edge fundraising trends, solutions to your tactical and strategic marketing challenges, practical insights and user-friendly ideas to improve your ROI, steps you can take immediately to improve your ROI and have an impact on your mission.

• **2017 Chicago Nonprofit Conference**  
  Monday – Wednesday, August 28 – 30, 2017  
  Chicago, IL  
  Host: Direct Marketing Association Nonprofit Federation  
  Registration: 2017 rate not yet available; $839 (2016 rate)  
  
  **Description:** Two days of nonstop, fast-moving sessions, packed with strategies, tips, and real solutions designed to fast-track organizational fundraising.
September

- **Patient Engagement and Experience Summit: Improve Outcomes and Manage Care Costs with Advanced Strategies to Enhance the Patient Experience**
  Wednesday – Thursday, September 13 – 14, 2017
  Boston, MA
  Host: World Congress
  Registration: $2,125

  **Description:** Join industry experts from hospitals, health systems, health insurance plans, and patient advocacy groups to share experience, innovations, and best practices in patient engagement. Sessions crafted for both health plan and provider organizations allow for in depth content, enhanced networking, and thought provoking perspectives.

- **Stanford Medicine X**
  Friday – Sunday, September 15 - 17, 2017
  Stanford, CA
  Host: Stanford University AIM Lab
  Registration: General – Vanguard: $2,250; Hero: $2,750

  **Description:** Medicine X is an academic conference and program designed for everyone, aiming to bring all healthcare stakeholders together—patients, providers, technologists, and researchers—to innovate healthcare through the thoughtful use of emerging technologies. The initiative explores how emerging technologies will advance the practice of medicine, improve health, and empower patients to be active participants in their own care.

October

- **Health 2.0 11th Annual Fall Conference**
  Sunday – Wednesday, October 1 – 4, 2017
  Santa Clara, CA
  Host: Health 2.0
  Registration: $1,999

  **Description:** The 11th Annual Health 2.0 Conference will include live product demos, speakers, company launches, breakout sessions, and more—not to mention the best networking opportunities in health care tech today. Health 2.0 is the place to see cutting-edge innovation that’s transforming health and health care today, plus the best minds share their insights on compelling panel discussions, keynotes, breakout sessions, and workshops.

- **Leading Innovation in Nonprofit Organizations: Breakthrough Ideas for Nonprofit Leadership** New!
  Monday – Tuesday, October 2 – 3, 2017
  Chicago, IL
  Host: Northwestern | Kellogg Executive Education – Center for Nonprofit Management
  Registration: $950 (Must submit application)
Description: Nonprofits cannot grow without some commitment to innovation. Organizational change and innovation for nonprofits are key to high-impact service delivery. A nonprofit leader has the responsibility to provide the opportunity for change, as do the individuals to be an active part of the innovative change. This could lead to a pattern of growth and renewed birth for the organization. Through this program, you will explore the concepts of process- and designed-based innovation.

**Dreamforce**
Monday – Thursday, November 6 - 9, 2017
San Francisco, CA
Host: Salesforce.com
Registration: $1,799

Description: At Dreamforce, you'll learn, connect, and grow. You’ll mingle with thought leaders, industry pioneers, and thousands of your peers, and you’ll walk away with knowledge, connections, and memories that last a lifetime. Whether you’re a company of five or a Fortune 500, you’re going to see a boom in success by coming to Dreamforce. With over 2,000 sessions and thousands of live solutions from the world’s largest cloud ecosystem, Dreamforce has tailored content specific to your industry, role, and company size.

**November**

**Nonprofit Storytelling Conference**
Thursday – Saturday, November 9 – 11, 2017
San Diego, CA
Host: Nonprofit Best Practices
Registration: $1,195

Description: This conference has a single focus: increasing your profitability through better storytelling. We seek to help your charity make FAR more money ... by changing the way you tell stories ...in your appeals, your newsletters, your website, your e-blasts, your annual reports, your social media, your bequest marketing, your capital campaign materials, face-to-face ... and more. You'll get the training and you'll get the tools. You'll practice the skills and be gently coached.
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