



# INTERNATIONAL COMPANION ANIMAL WELFARE CONFERENCE

## Twenty Second Annual Conference



In association with



Your Pet, Our Passion.



# 2022 programme



INTERNATIONAL COMPANION  
ANIMAL WELFARE CONFERENCE  
Twenty Second Annual Conference

## Tuesday 4th October

### Optional Shelter Visits

Buses will leave the hotel at 8.15am, 9am and 9.45am

### Meeting of E.U Dog & Cat Alliance

**ROOM 1: 10.30am – 12.30pm** The 12th meeting of the E.U Dog & Cat Alliance (members only)

For information on becoming a member, please visit <http://www.dogandcatwelfare.eu/about/become-member>



### Optional Workshops

#### ROOM 1:

13.00 – 15.00	Graphic Traffic; How to Create & Use Fundraising Images on Social Media	Howard Lake
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<b>15.00 – 15.30</b>	<b>BREAK</b>	
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15.30 – 17.00	Thinking Outside the Box; Enrichment for Dogs & Cats	Jenna Kiddie
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#### ROOM 2:

13.30 – 15.00	Mission Possible; More Than Just Words, The Thing That Helps You Achieve Your Goals	Harry Eckman
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<b>15.00 – 15.30</b>	<b>BREAK</b>	
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15.30 – 17.00	Top Tips for Top Cat Shelters	Maggie Roberts & Nicky Trevorrow
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#### ROOM 3:

13.30 – 15.00	Improving the Outlook for Dogs and Their Communities in Bulgaria – Working Together	Dogs Trust Worldwide
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<b>15.00 – 15.30</b>	<b>BREAK</b>	
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15.30 – 17.00	Upskilling Your Work to Increase Pet Welfare and Adoption: From Clarifying Needs to Providing Training & Funding	DTWW & Purina PetCare Europe
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*\*Please note that places for workshops are very limited and must be booked in advance.*

**EVENING – 6.30pm – Welcome Reception, Ground Floor, Hotel Balkan**

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## Wednesday 5th October

09.00 – 09.20	Conference Opening	Owen Sharp
09.20 – 09.50	Effective Digital Fundraising in 2022	Howard Lake
09.50 – 10.35	Sniffing out Coronavirus	Claire Guest
<b>10.35 – 11.00</b>	<b>BREAK</b>	
11.00 – 11.30	Why Do You Do It? - Why You Need to Understand Your Organisation's Purpose if You Really Want to Achieve Your Goals	Harry Eckman
11.30 – 12.00	Running a Comprehensive TNR Program for Stray Cats in Bulgaria's Second Biggest City of Plovdiv	Rosalin Schmiech
12.00 – 12.30	Dogs Trust Worldwide; How Can We Help?	Karen Reed
<b>12.30 – 13.30</b>	<b>LUNCH</b>	
13.30 – 14.00	Meeting Dogs' Needs In a Kennel Environment; What Are They & Can We Do It?	Tom Candy
14.00 – 14.30	Warriors Against Dog Fighting; A Review of South Africa's Success	Morgane James
14.30 – 15.00	Ten Top Tips for Lobbying	Claire Calder
<b>15.00 – 15.30</b>	<b>BREAK</b>	
15.30 – 16.00	Ringworm; Nothing to do With Worms, It's a Fungus!	David Grant
16.00 – 16.30	How to Get More Local Supporters... & Keep Them	Samantha Davis
16.30 – 17.00	Starting from Scratch; Fear Aggression in Shelter Cats	Nicky Trevorrow
<b>CLOSE FOR THE DAY</b>		

**EVENING – Optional Gala Dinner – depart from Sofia Hotel Balkan at 6.45pm**

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## Thursday 6th October

09.20 – 09.30	Opening	Owen Sharp
09.30 – 10.00	Hot off the Press; Canine Enrichment in a Shelter Environment	Steve Goward
10.00 – 10.30	Embrace Your Mistakes	Nadia Stancheva & Svetlo Petrov
<b>10.30 – 11.00</b>	<b>BREAK</b>	
11.00 – 11.30	Free-Roaming Dog Population Management in First Nations Communities within Canada	R.J Bailot
11.30 – 12.00	Tackling Disease Outbreak in a Shelter Environment; Practical Considerations and Lessons Learnt	Runa Hanaghan
12.00 – 12.30	Cats Are Not Small Dogs	Maggie Roberts
<b>12.30 – 13.30</b>	<b>LUNCH</b>	
13.30 – 14.00	Shifting Perceptions, Driving Change; A Decade of Trials & Tribulations for WVS India	Ilona Otter
14.00 – 14.30	New Treatments for Ancient Diseases & Challenges of Emerging Ones	David Grant
14.30 – 15.00	No-Kill; The Controversy Continues	Jeff Young
<b>15.00 – 15.30</b>	<b>BREAK</b>	
15.30 – 16.00	An Effective Way to Teach Humane Education; Tips & Techniques!	Angeela Shrestha
16.00 – 16.30	Enriching the Shelter Cat; Group or Single Housing?	Jenna Kiddie
16.30 – 17.00	Disaster Response & Reuniting Lost Pets In The Chaos	Jason Mier
17.00 – 17.15	Closing Remarks	Owen Sharp
<b>CLOSE FOR THE DAY</b>		

## Friday 7th October

**Optional City Tour – Departs Sofia Hotel Balkan 9am**



# Workshop Synopsis



Tuesday 4th October

## Room 1

### **Graphic Traffic: how to create and use images & video to stand out**

*Howard Lake*

Images and video online attract attention and drive traffic. More and more online marketing content is visual. So how can your charity create and use graphics and video to support your marketing, fundraising and communications? And how can you do it yourself, quickly and cheaply?

Howard will guide you through the practicalities of making, posting and sharing effective images and videos for your organisation to use.

Bring your laptop, tablet or mobile phone and we'll try out some tools and approaches. Expect coloured paper, scissors, Lego minifigs and maybe some biscuits or sweets as part of this practical creative session.

### **Thinking Outside the Box; Enrichment for Dogs & Cats**

*Jenna Kiddie & Tom Candy*

Freedom to express natural behaviour is one of the five main freedoms. Often in shelter environments, this can be limited. One way we can encourage animals to express natural behaviour, and therefore improve welfare, is by providing different types of enrichment. This workshop will discuss and demonstrate different types of enrichment and how we can use these most effectively in a shelter environment. It will mainly focus on dogs and cats, but the ideas demonstrated will be largely applicable to all species. This is a practical session with the opportunity to make enrichment as well as gaining ideas about things that can be practically implemented at your shelter.

## Room 2

### **Mission Possible; Your mission is more than just words, it's the thing that helps you achieve your goals**

*Harry Eckman*

Every organisation has a mission. But how well does that mission really guide you and help you make everyday decisions. If the past 2 years has taught us anything, it's that things change, and we need to be able to adapt. An organisation's mission might sound cool when you read it out aloud but if it doesn't actually help you define your purpose, it's just a fancy set of words. Your mission, along with your vision, aims and values, should help you focus on why you do what you do and help influence how you make your decisions, achieve your goals and adapt to a changing world.

In this workshop Harry will look at how to create a vision for your organisation that really represents who you are and why you do what you do and give you the foundation to create a strategy that will genuinely help you achieve your goals in an ever-changing world.

### **Top Tips for Top Cat Shelters**

*Maggie Roberts & Nicky Trevorrow*

Cats' needs are different from dogs and other species so when we are designing and managing feline shelters we must consider what are the best ways to keep them physically and mentally well. In this interactive session we will discuss the important elements of cat shelters that help to reduce disease, minimise stress and shorten the length of stay.

Delegates will have the opportunity to design their own purrfect cat shelter if money were no object and we'll give some top tips on where things can be done in a more cost-effective way

## Room 3

### **Improving the outlook for dogs and their communities in Bulgaria – working together**

*Dogs Trust Worldwide*

Most of us will agree that working together to solve challenges is more likely to result in long lasting and sustained solutions. More heads (and hearts) are better than one!

Holding ICAWC in Bulgaria seems like the ideal opportunity to gather Bulgarian organisations together to brainstorm on how we can all best share resources and expertise to improve the lives of dogs and their communities in Bulgaria.

### **Upskilling your work to increase pet welfare and adoption: From clarifying needs to providing training & funding**

*Dogs Trust Worldwide & Purina PetCare Europe*

Join us for the interactive workshop to hear more about the new partnership between Dogs Trust Worldwide and Purina that can help you to upskill your work to increase pet welfare and adoption. Share your experiences and specific needs to help us together define the most effective training and funding opportunities for the future. Understand more about available grants from the DTWW and Purina partnership in 2023 and how to apply.



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DogsTrust  
Worldwide

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