



Blackbaud Announces Keynote Speakers for 17th Annual Conference for the Social Good Community

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bbcon 2016 to help leading organizations embrace the latest in innovation to accelerate impact

CHARLESTON, S.C., Oct. 17, 2016 /PRNewswire/ -- Blackbaud, Inc. (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced the lineup for the largest annual conference exclusively for the social good community, bbcon 2016, being held October 26-28 just minutes outside of Washington, D.C. at the Gaylord National Resort and Convention Center, National Harbor, MD.

Each year bbcon convenes thousands of change-makers to share the latest insights, trends and innovation—from fundraising and marketing strategies, to best practices for accounting and stewardship, to technology advancements, and more. This year, the conference will feature more than 200 expert-led sessions and will be joined by some of the world's most noteworthy voices in the social good movement.

bbcon 2016 will be kicked off by Chief Communications and Marketing Officer for the UN Foundation, Aaron Sherinian, who passionately supports the advancement of global activism and philanthropy. Sherinian will participate in our innovation sessions during Wednesday's opening keynote to discuss the U.N.'s Sustainable Development Goals and how governments, the private sector, civil society and individuals need to come together for the goals to be reached. Sherinian's career has focused on the intersection of global issues, international development, communications, public relations and public diplomacy. He has helped build some of the most talked about milestones in digital global engagement around causes and United Nation issues over the last few years, including the Social Good Summit, #GivingTuesday, Rio+Social and the Momentum1000 global social media rally, and more.



Journalist, human rights attorney and former U.S. government advisor Ronan Farrow will take the main stage as bbcon's closing keynote speaker to share how his personal stories have inspired him to take action, give back, and provide a voice to the disenfranchised. As a prominent voice on global youth activism, he will also share his insights into how to connect with millennials in new, innovative ways— tapping into their energy, creativity, problem-solving and passion to fuel the global good takeover. You can currently see his reporting on NBC, including in his investigative series, "#Undercover with Ronan Farrow," which airs on NBC's "Today Show." He has also written about human rights and foreign policy for The New York Times, The Los Angeles Times, The Wall Street Journal and more. He previously served as a state department diplomat in Afghanistan and Pakistan, and as a spokesperson for youth at UNICEF in Nigeria, Angola and the Darfur region of Sudan. The Yale Law School graduate has been named "activist of the year" by New York Magazine, was twice named as one of the "30 under 30" by Forbes Magazine, and has received numerous awards for his humanitarian efforts.



Attendees will also have the opportunity to network with their peers and participate in educational sessions led by thought leaders and expert practitioners. Examples include:

- **Blackbaud technology sessions** hosted by the company's executives and senior technologists, to include roadmaps, customer highlights and special announcements.
- **Big Idea sessions** that bring together executives, technology gurus and nonprofit professionals to catalyze new ideas. Including experts like; Mike Johnston, President & Founder, HJC New Media, Gail Perry, International Fundraising Consultant and Fired-Up Fundraising and Andrew Means, Uptake Foundation, and Co-Founder of The Impact Lab.
- **Social Media Lounge** – with interviews and pop-up sessions with nonprofit leaders on topics that help organizations learn best practices and how to use the latest technology to help fuel their mission.
- This year's bbcon conference will also host **Blackbaud's Annual Investor Day** on October 27. To extend a special welcome to MicroEdge customers, **Blackbaud will host a MicroEdge Day for Corporations and Foundations** on October 25.

"bbcon is the premier industry event for anyone involved in the social good movement. Whether you're a nonprofit, corporation, foundation or educational institution, our goal is to offer an unparalleled learning experience coupled with innovative technology insights to guide fundraising strategies and help attendees accelerate their organization's impact on the movement," said Mike Gianoni, president and CEO.

For more information or to register, visit www.bbconference.com. Follow the conference news on Twitter at [www.twitter.com/bbcon](https://twitter.com/bbcon) or like Blackbaud on Facebook at www.facebook.com/blackbaud.

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland, and the United Kingdom. For more information, visit www.blackbaud.com.

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Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that

could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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