



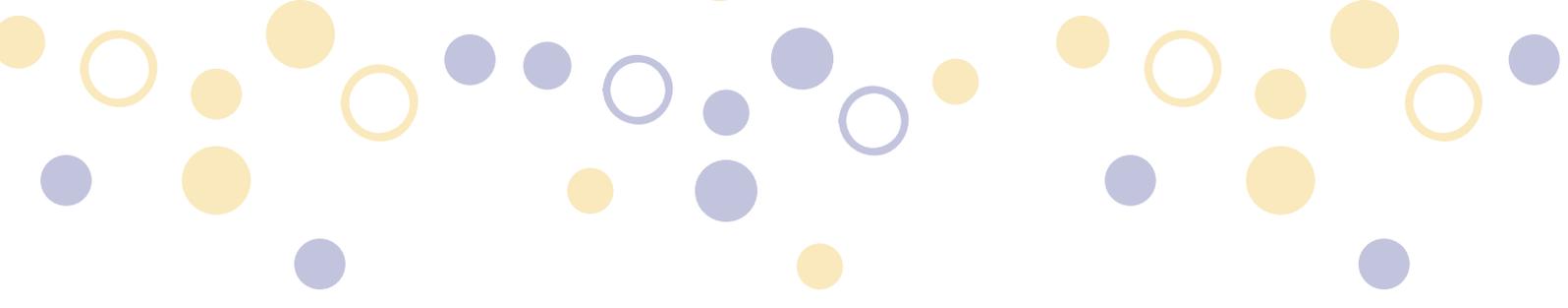
~ Bringing knowledge & community together ~

The Organisers Conference

MANCHESTER 2026

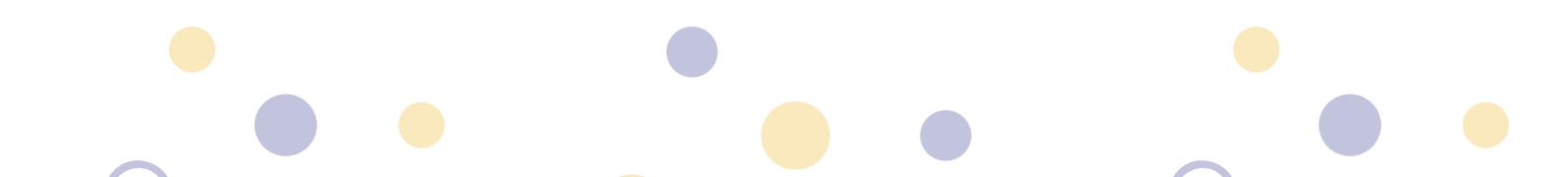
12 & 13 March 2026

CONFERENCE SCHEDULE



SCHEDULE - DAY 1

09.00AM-10AM	ARRIVAL & REGISTRATION (5TH FLOOR REGISTRATION)
10AM-10.15AM	WELCOME (JOHN RYLANDS ROOM)
10.15AM-11.15AM	KEYNOTE (JOHN RYLANDS ROOM) DECLUTTER YOUR WEBSITE: MAKE SPACE FOR DREAM CLIENTS: JONATHAN TILLEY
11.15AM-12.00PM	BREAK (THE GARDEN ROOM)
12.00PM-1.00PM	KEYNOTE (JOHN RYLANDS ROOM) MORE THAN JUST STUFF: THE PSYCHOLOGY BEHIND OVERCONSUMPTION AND THE PULL OF TEMU & SHEIN: CASSANDRA JAY
1.00PM-2.15PM	LUNCH & NETWORKING (THE GARDEN ROOM)
2.15PM-3.15PM	KEYNOTE (JOHN RYLANDS ROOM) BE A MARMITE MAGNET: HOW TO ATTRACT AND NURTURE CLIENTS WHO STICK AROUND!: HEATHER TINGLE
3.15PM-3.20PM	GROUP PHOTO (JOHN RYLANDS ROOM)
3.20PM-3.45PM	BREAK & NETWORKING (THE GARDEN ROOM)
3.45PM-4.45PM	KEYNOTE (JOHN RYLANDS ROOM) FROM INVISIBLE TO IN-DEMAND - BUSINESS (SALES AND MARKETING) MADE EASY WITH AI TOOLS: JULIE STEVENS
4.45PM-5.00PM	CLOSING REMARKS (JOHN RYLANDS ROOM)
6.00PM-7.00PM	DRINKS RECEPTION (TAKING PLACE AT BILLS)
7.00PM-10.30PM	SOCIAL DINNER (TICKETED) (TAKING PLACE AT BILLS)



SCHEDULE - DAY 2

9.00-10.00AM	ARRIVAL & REGISTRATION (2ND FLOOR REGISTRATION)
10.00-10:15AM	WELCOME AND WARM UP (GOULBURN ROOM)
10.15-11.15AM	SEMINAR (GOULBURN ROOM) THE IMPACT OF HOARDING ON THE FAMILY AND THE COMMUNITY : MARIA SPETALNIK
	FOCUSSED NETWORKING GROUP (GOULBURN LODGE) HOW TO SUPPORT CLIENTS WITH NEURODIVERGENT TRAITS: REBECCA BATSTONE
11.15-12:00PM	BREAK (GOULBURN LODGE)
12:00-1.00PM	SEMINAR (GOULBURN ROOM) BEYOND THE GRIEF PAPERWORK: UNDERSTANDING WHEN TRADITIONAL ORGANISING METHODS AREN'T ENOUGH FOR SORTING THE SADMIN: EMMA GRAY
	FOCUSSED NETWORKING GROUP (GOULBURN LODGE) THE IMPACT OF HOARDING ON THE FAMILY AND THE COMMUNITY : MARIA SPETALNIK
1.00-2.15PM	LUNCH & NETWORKING (GOULBURN LODGE)
2.15-3.15PM	SEMINAR (GOULBURN ROOM) PRODUCTIVITY IS... MORE THAN POMODORO! SUPPORTING CLIENTS TO WORK, PLAN AND LIVE WELL: APDO PRODUCTIVITY SIG - JULIE STEVENS, STEPHANIE ROUGH, JULIA JAMIESON, KAREN WOODMAN
	FOCUSSED NETWORK GROUP (GOULBURN LODGE) BEYOND THE GRIEF PAPERWORK: EMMA GRAY
3.15-3.45PM	BREAK & NETWORKING (GOULBURN LODGE)
3.45-4.45PM	SEMINAR (GOULBURN ROOM) HOW TO SUPPORT CLIENTS WITH NEURODIVERGENT TRAITS THROUGHOUT THE CLIENT JOURNEY : REBECCA BATSTONE
	FOCUSSED NETWORK GROUP (GOULBURN LODGE) PRODUCTIVITY SIG - FROM IDEAS TO ACTION: JULIE STEVENS, STEPHANIE ROUGH, JULIA JAMIESON, KAREN WOODMAN
4.45-5.00PM	CLOSING REMARKS (GOULBURN ROOM)
5.00PM	CONFERENCE ENDS

Speakers & Bios



Jonathan Tilley
www.jonathantilley.com

Jonathan Tilley

Personal Brand Strategist & Squarespace Web Designer

Jonathan is a Personal Brand Strategist & Squarespace Web Designer who helps creative professionals go from unnoticed to unforgettable through authenticity, clarity, and connection. With 10+ years in the online space, he has built 100+ Squarespace websites and taught 1000+ students to improve their online presence. Most people say, "I have an outdated website, no clue what to post, and nothing's working." That's the symptom. Not the problem. The real issue? A lack of personally branded content. Jonathan's 3-part process: Align, Curate, Elevate—turns creative chaos into a polished brand with high-vibe content and deep human connection.

Keynote – Declutter Your Website: Make Space for Dream Clients

Session outline:

As professional organisers, you know how to declutter a space and turn chaos into calm. But when it comes to your website, does it reflect the clarity and transformation you bring to your clients? Or is it cluttered, outdated, and costing you bookings?

In this focused, visually-rich session, Personal Brand Strategist & Squarespace Web Designer Jonathan Tilley shows you how to apply the principles of physical decluttering to your digital presence. Through a real-life before-and-after website makeover of a fellow organiser, you'll discover how to remove digital clutter, organise your message, and elevate your brand to attract the clients you truly want to work with

Learning Objectives:

- Understand the connection between a cluttered website and missed opportunities
- Learn how to apply the same skills you use in client homes to your website layout, content, and design
- Identify the essential elements every organiser's homepage needs to convert visitors into bookings
- See a live case study transformation: from cluttered and confusing to clean and client-focused
- Leave with a step-by-step checklist to audit and improve your own site immediately

What key benefits will the session bring to the delegates?:

- A clear understanding of what content to keep, tweak, or toss on their current website
- Visual inspiration and guidance on what "good" looks like for a professional organiser's online brand in today's market
- Free access to Jonathan's free training Brand Clarity Bootcamp training, a guided tool to help them better define their niche and message
- Insight into working with Jonathan (or using his ready-made website and Canva templates built for declutterers and organisers)

The Keynote Session is designed to inspire and shift perspective, showcasing the before-and-after transformation of a real organiser's website and explaining why a cluttered online presence can block dream clients from booking.

Speakers & Bios



Cassandra Jay

<https://www.thecaesuracentre.co.uk/home>

Cassandra Jay

PPsychologist, The Caesura Centre

Cassandra Jay is the Founder and Clinical Director of The Caesura Centre and an award-winning Psychosexual, Relationship and Forensic Psychotherapist with over 17 years' clinical experience.

With a background in Psychology and Masters-level and doctorate postgraduate training, Cassandra specialises in the psychological drivers behind compulsive behaviours, anxiety, attachment, identity and emotional regulation. For this conference she focuses on how these factors shape buying habits, overconsumption and the difficulty many people experience when trying to let go of physical items.

A Clinical Supervisor, international Certified Psycho-sexologist and regular speaker both in the UK and abroad, Cassandra translates complex psychology into practical insights for professionals working with clutter, consumption and behaviour change.

Keynote – More Than Just Stuff: The Psychology Behind Overconsumption and the Pull of Temu & Shein

Session outline:

In this talk, I'll explore the deeper psychological mechanisms that drive compulsive accumulation including why some clients feel an overwhelming need to fill their homes with belongings, and why platforms like Temu and SHEIN have such a powerful hold.

This isn't about a lack of discipline or simple clutter, it's about emotional regulation, identity, and how modern retail platforms are engineered to exploit psychological vulnerabilities.

I explain the interplay between dopamine-driven reward loops, attachment dynamics, scarcity mindsets, and emotional voids that buying temporarily soothes and how this impacts the decluttering and organising work that professionals are doing.

I aim to help organisers see beyond the clutter, understand the why beneath the behaviour, and respond with empathy and evidence-based insight.

Main points include:

Shopping as Emotional Regulation

Many clients are not "just buying things", they're buying a feeling: control, hope, or momentary relief. Purchases can temporarily soothe stress, anxiety, loneliness, or overwhelm.

Speakers & Bios



Heather Tingle

www.untangledbytingle.com

Heather Tingle

Untangled by Tingle

Heather Tingle has been a member of APDO since 2016. She has delivered Hoarding awareness training for a national charity, is the declutter expert for BBC Radio Sheffield, and her Declutter Planner was an Amazon Best Seller.

Heather is a proud Autistic and has ADD so knows first hand the link between neurodiversity and clutter. A naturally messy person herself she thrives on creating systems that work for real families. When she isn't working Heather can be found on the sofa drinking copious amounts of tea, or out walking in the Peak District with her daft cocker spaniel.

Keynote – Be a Marmite Magnet: How to attract and nurture clients who stick around!

Session outline:

One of the biggest challenges professional organisers face is finding a steady flow of clients without burning out from constant chasing. In this keynote, Heather Tingle will share how to position yourself so that clients naturally gravitate towards you, because they see you as the right fit for their needs. Drawing on her own journey of niching, standing out, and becoming the go-to expert in her field, Heather will guide APDO members through a practical framework to build trust, attract clients, and grow sustainable businesses.

Awareness

Understanding the client awareness process – from not knowing you exist to actively seeking your services. Using visibility strategies to show up consistently in the right places.

Magnetise

Standing out by niching and showing your unique perspective. Becoming known for something specific so clients self-select you. Storytelling and authenticity: why sharing your quirks and lived experience makes you memorable.

Nurture

How to build trust before a client ever books you. Creating simple, repeatable ways to nurture leads and keep them in your eco system Showing up with value so they feel supported, not sold to.

Sell

Turning warm leads into paying clients without pushiness. Offering the right package or service that matches their needs.

What key benefits will the session bring to the delegates?:

- A clear framework (Awareness → Magnetise → Nurture → Sell) they can apply to their own businesses.
- Confidence in niching and standing out without fear of “losing clients.”
- Practical steps to build visibility and trust so clients come to them, rather than the other way around.
- Fresh ideas for making sales feel natural, supportive, and aligned.

Speakers & Bios



Julie Stevens

<https://juliestevens.co.uk/>

Julie Stevens

Director/Owner , Yunique Designs Ltd

Julie Stevens is an Executive CoCreative Coach, and professional speaker, who believes every person is "Yuniquely" designed with purpose. She equips leaders in business and life to cut through overwhelm, clarify what matters, and turn insight into action.

Julie's down-to-earth, practical style blends challenge with care to spark lasting behavioural change. She coaches one-to-one (Executive and Christian Coaching) and in workplaces through her Vision, Focus & Flow program, and speaks on dreams and possibilities, identity, purpose, action taking, and humanfirst soul driven AI for productivity and marketing.

Keynote – From Invisible to in-demand: Business (sales and marketing) made easy with AI tools

Session outline:

AI is changing the landscape of how we do business. When you read this and by the time you hear me speak in March, there will have been numerous developments in AI tools and how we use them. One thing is already clear - AI tools increase our efficiency and productivity if used with a human first, focused strategy.

As small business owners we are not fruitful unless we have paying clients - we offer a personalised service that is relational and therefore AI will not be taking over from us anytime soon.

I will bring a pragmatic, soul driven session, on using AI tools in your business. We will consider how to stay on track; how to personalise and create your own 'helpers'; how to discover and use your 'favourite' prompt patterns effectively and most of all discover how to monitor results and course redirect so that you achieve your dreams, desires and aspirations

What key benefits will the session bring to the delegates?:

You will leave conference with the means to:

- bring your sales and marketing alive with clarity and purpose,
- have confidence in your marketing & promotion plan, and how to adapt it if necessary
- develop a workflow that will save you time and energy as we constantly ride the waves of change.
- AI is not going away, lets embrace it for the good it can bring us and for the transformation it can help us to bring to our clients who need us alongside them

Speakers & Bios

Maria Spetalnik

Founder, Conquer the Clutter



Maria Spetalnik

www.conquertheclutter.org

Maria Spetalnik is a Certified Professional Organizer (CPO®) and author with 30+ years of experience helping those that hoard establish control of their lives by helping them control their clutter. Her goal is to teach her clients to be able to maintain this in the future.

Maria has taught classes on hoarding at conferences such as APDO, CIT International, NAPSA, NAMI and organizing professional associations NAPO and ICD. She prides herself on being able to communicate these complex issues with clarity and humor. Past attendees have told her that they use many of these techniques on a regular basis.

Seminar and Focussed Networking Sessions – The Impact of Hoarding on the Family and the Community

Session outline:

Hoarding doesn't affect just the person who is hoarding, it impacts everyone in the house and very often, those that live around them. Neighbours can have infestations that come over from the hoarded home. There can be smells and damage that can endanger the person who lives on the other side of the wall. There are expenses to the community, regardless of when the problem is addressed. We will talk about all of these in this session.

This session will help delegates to understand:

- how hoarding impacts the non-hoarding members in the home including children and elders
- how hoarding impacts the community, both in health and safety and expense.
- the difference in cost, dependent on when intervention occurs.

Speakers & Bios

Rebecca Batstone

Owner, Space and Clarity Coaching Ltd



Rebecca Batstone

www.spaceandclarity.co.uk/

Rebecca is an ADHD and Business coach establishing her business in 2018 and works with clients to help them to better understand neurodivergence and how this presents offering 1:1 and group coaching and training and consultancy services to businesses to better support neurodivergent employees.

She works collaboratively with a decluttering business to support clients not just to clear their homes but also to understand patterns of behaviour underlying the problem. She runs a local peer support group for neurodivergent adults and contributes to BBC Radio Cumbria & Lancashire on all things ADHD. She is accredited by the International Coaching Federation.

Seminar and Focussed Networking Sessions – How to Support Clients with Neurodivergent Traits throughout the Client Journey

Session outline:

Neurodivergent Traits - how these may present in new clients, the communication and client journey challenges that you may encounter and how to work productively and positively with neurodivergent clients in order to confidently present yourself and your business as being neuro inclusive and how to identify opportunities where this may give you a competitive advantage.

Speakers & Bios

APDO SIGs - Julie Stevens, Julia Jamieson, Stephanie Rough, Karen Woodman



Established in 2021, the Productivity SIG (Special Interest Group) provides a welcoming space for APDO members who are interested in supporting clients with productivity — whether it is already a specialism or an area they would like to develop.

By building a broad toolkit of approaches, organisers can help clients discover ways of working that genuinely suit their circumstances, abilities and wellbeing.

At conference, the SIG core team — Julie, Julia, Karen and Stephanie — will each introduce a different aspect of productivity work: supporting clients at home, working with businesses, building a “second brain”, and using planning to support wellbeing. Whether you already offer productivity support or are simply looking for new ways to help clients move forward, we hope these sessions will give you practical ideas and confidence to try them.

Seminar and Focussed Networking Sessions – Productivity Is... More Than Pomodoro! Supporting clients to work, plan and live well

Session outline:

Productivity support is becoming an increasing part of many organisers' work — but it is rarely about timers, apps or rigid systems.

In this session, the Productivity SIG core team will share four short, practical insights drawn from real client work. Together we will explore how organisers can support clients not just to “get more done”, but to create sustainable ways of working and living that actually suit their lives.

The four topics covered are:

- Productivity in the home
- Working with business clients
- Building a “Second Brain”
- Planning and wellbeing

You'll leave with practical ideas, approaches you can adapt immediately and a broader understanding of how productivity support can sit naturally alongside organising work — whether or not you currently offer it as a specialism.

Speakers & Bios

Emma Gray

Founder, Rainbow Hunting



Emma Gray

www.rainbowhunting.co.uk

Emma Gray is the founder of Rainbow Hunting, a grief and life coaching business based in Somerset.

A former award-winning Wills and Probate solicitor turned qualified integrative therapeutic counsellor, Emma became a young widow and solo parent in 2016. She uniquely combines legal expertise, therapeutic education, and lived grief experience to help people navigate end-of-life planning and bereavement.

Winner of the 2024 Clean & Tidy Content Campaign of the Year, Emma specialises in trauma-informed approaches to life's most challenging organising tasks.

Seminar and Focussed Networking Sessions – Beyond the Grief Paperwork: Understanding When Traditional Organising Methods Aren't Enough for Sorting the Sadmin

Session outline:

This specialist session addresses how bereavement may change a clients' relationship with their belongings, paperwork, and ability to make organising decisions. It is for all those professional organisers who encounter clients whose disorganisation stems not just from a lack of systems, but from unprocessed grief that can create genuine cognitive and emotional barriers.

What Delegates Will Learn:

Understanding Grief's Impact on Organising Capacity:

- How grief affects executive function, decision-making, and cognitive processing
- Why bereaved clients can maintain some areas whilst others descend into chaos
- The difference between procrastination and trauma-based avoidance
- Recognizing when "clutter" is actually emotional protection

Sadmin as a Unique Organising Challenge:

- What "Sadmin" (death administration) encompasses - from Wills to digital legacies
- Why end-of-life paperwork triggers different responses than other organising tasks
- The psychological barriers that make people avoid essential planning for years
- How anticipatory grief can manifest as practical disorganisation

When Your Expertise Reaches Its Limits:

- Red flags indicating clients need therapeutic support alongside organising help
- The difference between organising support and therapeutic intervention
- How to have compassionate conversations about referrals
- Building referral networks with grief specialists and therapeutic professionals

Practical Strategies for Supporting Bereaved Clients:

- Trauma-informed approaches to organising sessions with grieving clients
- Pacing work appropriately when grief affects energy and focus
- Language choices that create safety rather than additional pressure
- How to support without trying to "fix" someone's emotional process Focused