

Events Fundraising Conference

January 30th 2025

12pm – 4pm GMT



ROOM 1 – FOCUS

WELCOME 12:00

12:10 **Event Fundraising Insights To Put Into Action In 2025**
– Suzy Edington

12:45 **Leading Events Fundraising Teams Through Crisis: Navigating Uncertainty, Building Resilience, and Maximising Impact**
– Q&A with Analiese Doctrove

13:15 **BREAK**

13:30 **Tying Your Events Into Your Charity Purpose**

14:05 **Engaging Your Third Party Runners With WhatsApp**
– Kamie Kilty – Head of Innovation at Social Sync + Social Mind

14:35 **BREAK**

14:50 **To Be Announced**

15:25 **2024 Facebook Challenge Analysis: Resurgence or Regression?**
–Helen Alderson, SocialAF

15:55 **CLOSING THOUGHTS**

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ROOM 2 – GROWTH

WELCOME 12:00

12:10 **Driving Low Risk And High Reward Growth**
– Marc Roby, Run For Charity

12:45 **Your Events Fundraising Career: Practical Tips To Keep Moving** – Allie Mills, Place2Be

13:15 **BREAK**

13:30 **Events Stewardship To Drive Engagement**
– Izzy Udoh, Shelter

14:05 **Using AI As A Positive Tool For Growth In Events**

14:35 **BREAK**

14:50 **Building Relationships Post-Event** – Rebecca Elcome

15:25 **Case study: High Events Fundraising Growth In Turbulent Times**
– Amy McBrayne and Lucy Canning, Dementia UK

15:55 **CLOSING THOUGHTS**

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ROOM 3 – FUTURE

WELCOME 12:00

12:10 **Adventure With Impact: Creating Sustainable & Socially Responsible Challenges** – Ross Worthington, RAW adventures

12:45 **Small Steps To More Sustainable Events**
– Sarah Maling, WWF

13:15 **BREAK**

13:30 **Making Fundraising Events More Sustainable: A Partnership Approach**
– Peter Lee (WWT)

14:05 **2025 Meta Changes: How This Will Affect Your Facebook Marketing**
– Henry Astley, Digital Strategy Director at Open

14:35 **BREAK**

14:50 **How To Deliver Corporate Partnerships That Engage And Inspire**
– Sean Mackey and Kev Rimmer, Wickes

15:25 **Events & Community – The Perfect Partnership**
– James Davis, Walking With the Wounded

15:55 **CLOSING THOUGHTS**

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