

Events Fundraising Conference

January 30th 2025

12pm – 4pm GMT



ROOM 1 – FOCUS

WELCOME 12:00

12:10 **Events Fundraising: Trends And Insights For 2025**
– JustGiving

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**
– Charlotte Ulett, Meningitis Research Foundation

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 **Using AI As A Positive Tool For Growth In Events**

14:05 **Events Stewardship To Drive Engagement**

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 Jenny Robinson, Dementia UK

15:55 **CLOSING THOUGHTS**

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ROOM 3 – FUTURE

WELCOME 12:00

12:10 The Competitive Edge Of 'Green': Why Sustainability Makes Good Business Sense

12:45 The All Important 'Carbon Calculator': Measure Your Impact

13:15 BREAK

13:30 Stay Ahead Of The Climate Crisis: How 'Leave No Trace' Can Inspire Action

14:05 To Be Announced

14:35 BREAK

14:50 Using Events To Power Charity Partnerships, Year In, Year Out

15:25 Events And Community Fundraising: Power In Collaboration

15:55 CLOSING THOUGHTS

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