

Events Fundraising Virtual Summit

January 31st 2024

12pm – 4pm GMT



ROOM 1

WELCOME 12:00

12:05 **How to Find, Steward & Keep Your Challenge Event Fundraisers**
– Marc Roby, Run For Charity

12:40 **How to Maximise Fundraising From Your Event Participants**
– Martin Gill & Alex Mellor, Homemade Digital

13:15 **BREAK**

13:30 **A Local Feel for Your National Event: Together for Short Lives & the 3 Peaks Challenge** – Amber Dempster, Enthuse & Maya Lewis, Together for Short Lives

14:05 **Insights From Virtual Fundraising You Can Apply to Your Events**
– Kamie Kilty, Social Sync

14:40 **BREAK**

14:55 **Breaking Down the Silos & Turning Events Participants Into Donors**
– Sarah Goddard & James Reid, Royal British Legion

15:30 **What's Next in Events Fundraising?**
– Mehreen Syed, RNID; Tereza Litsa & Becca Liversidge

15:55 **CLOSING THOUGHTS**

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ROOM 2

WELCOME 12:00

12:05 **Event Fundraising: How to Raise More Online**
– Jordyn Baillie, JustGiving

12:40 **Maximising Events Income With Your Corporate Partnerships**
– James Davis, Walking With the Wounded

13:15 **BREAK**

13:30 **From £50K to £1 Million in 12 Months by Leveraging Experts: A Fireside Chat With Prostate Cancer Research** – Nick Burne, GivePanel; Helen Alderson, Social AF & Charlotte Brennan, Prostate Cancer Research

14:05 **The State of Facebook Challenges in 2024**
– Dan Papworth-Smyth, Breast Cancer Now

14:40 **BREAK**

14:50 **Special Events: Trends & Insights** – Rebecca Elcome, Coveted Creates; Joanne Freeman, Brainwave & Matthew Maginn, Prince's Trust

15:25 **How to Run a Successful In-Memory Event**
– Stephen Roberts, North Devon Hospice & David Crossland, RNLI

15:55 **CLOSING THOUGHTS**

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ROOM 3

WELCOME 12:00

12:05 **Thoughts on Turning Event-Led Participants Into Cause-Led Supporters** – Kate Field, Royal British Legion

12:40 **Creating Fundraising Events That Are Great Experiences for LGBTQIA+ Folks** – Lucy Straker, Proud Changemakers

13:15 **BREAK**

13:30 **Making Events More Accessible**
– Emma Ord, Emma Ord Event Operations

14:05 **Streaming, What's All the Hype?**
– Hannah Ashwell, Make A Wish

14:40 **BREAK**

14:55 **Maximising Impact: Cost-Effective Digital Marketing for Fundraising Events** – Dani Hughes, Digital with Dani

15:30 **Avoiding Burnout: Setting Sustainable Intentions and Owning Your Worth in 2024** – Caroline Doran, Deliver Grow & Judith Sabah, Judith Sabah Consulting Ltd

15:55 **CLOSING THOUGHTS**

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EVENTS FUNDRAISING 101:

ON-DEMAND SUPPORT

Safety First: An Event Guide

– Clare Hartley, ARC Event Consultancy Ltd

How to Develop Your Career as a Multi-Skilled Fundraiser?

– Tanya White & Katharine Tinker-Switzer, Charity People

Let's Get Social

– Rebs Curtis-Moss

ADHD Is My Superpower When It Comes to Work

– Alex Talcer, Teenage Cancer Trust

AND EVEN MORE!

AVAILABLE IN YOUR DELEGATE BAG

LIVE & ON DEMAND