

# Legacy & In-Memory Fundraising Conference

Sept 25th 2025  
12 – 4pm BST



## ROOM 1

WELCOME 12:00

12:10 **Year in Wills report: trends and insights** – Stephen Rowland , Farewill

12:45 **Legacies and loyalty: the impact of an excellent experience**  
– Kay Harrison, About Loyalty

13:15 **B R E A K**

13:30 **Not Just A Pretty Proposition: Making legacy fundraising work harder, not just look better** – Holly Eggleston, Aha Agency

14:05 **Policy and compliance: future focus, what do we need to know to plan**  
– Alex McDowell (remember a charity)

14:40 **B R E A K**

14:50 **Legacy conversations for non-legacy fundraisers**  
– Sarah Beaumont, National Trust

15:25 **Digital and legacies**  
– Fiona McGregor

15:55 **C L O S I N G T H O U G H T S**

**L I V E & O N D E M A N D**

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## ROOM 2

WELCOME 12:00

12:10

**Guiding Stars: an in-memory case study**  
– Charles Bloch and Vicky Fernbank, Guide Dogs

12:45

**In Their Name: In-Memory Journeys**  
– Faye Anderson, Mind

13:15

B R E A K

13:30

**Handling relationships and conversations with empathy**

14:05

**Innovating Legacy Acquisition: Testing New Growth Channels**  
– Katie Wimpenny, Dani Hernandez, Harriet King, Octopus Legacy

14:40

B R E A K

14:50

**Legacy Is A Behaviour Change Brief**  
– Pete Esuola-Grant, GOOD Agency and Marie Curie

15:25

**To be announced**

15:55

C L O S I N G T H O U G H T S

LIVE & ON DEMAND