

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, JustGiving

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

13:15 **BREAK**

13:30 **How To Do An Events Portfolio Review**
– Sophie Randles-Dunkley, Raising Agents

14:05 **Raise more with WhatsApp**
– Kamie Kilty, Social Sync + Social Mind

14:35 **BREAK**

14:50 **Marketing x Meta restrictions: what you need to know**
– Henry Astley, Open

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

15:55 **CLOSING THOUGHTS**

LIVE & ON DEMAND

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

13:15 **BREAK**

13:30 **Events Stewardship To Drive Engagement**
– Emily Holloway, Shelter

14:05 **Using AI As A Positive Tool For Growth In Events**
– Martin Gill, HomeMade Digital

14:35 **BREAK**

14:50 **Beyond the event: learnings from high value calendars**
– Rebecca Elcome, Coveted Creates

15:25 **Your Events Fundraising Career: Practical Tips To Keep Moving**
– Allie Mills, Place2Be

15:55 **CLOSING THOUGHTS**

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