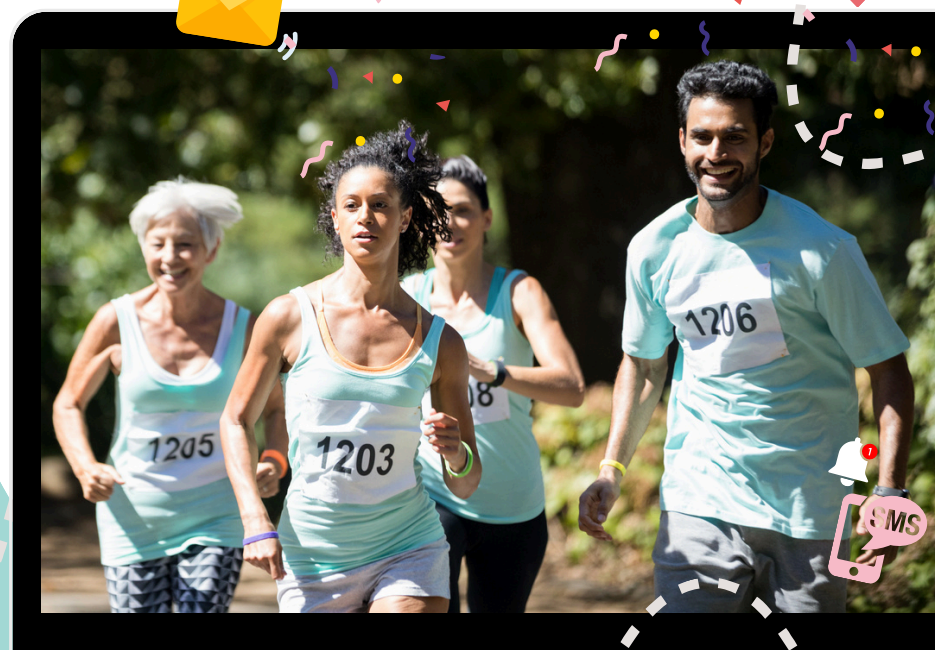


# Events Fundraising Conference

January 29th 2026

12pm – 4pm GMT



## ROOM 1 – INSIGHT

WELCOME 12:00

12:10 **The Latest Event Fundraising Insights To Put Into Action In 2026**  
– Phoebe Sabin, JustGiving, Susie Mullen

12:45 **Safeguard Against Event Participant Drop Outs: Retention Journeys And Engagement** – Freddie Harle, Run For Charity

13:15 **BREAK**

13:30 **Case Study: How CALM Grew And Managed Their Events Fundraising Portfolio** – Charlie Sarginson, CALM

14:05 **How To Find And Recruit New Event Participants**  
– Ed Grant, Bluestep

**BREAK**

14:50 **Real Conversations, Real Results: How AI-Driven Text Stewardship Can Lift Fundraising By 20%+** – Simon Varley, Conversr, Marilyn Tjandra, Conversr, Megan Stewart, PCUK, Natalie Robertson, Prostate Cancer Research

15:25 **LTV & Events Participants: The Real Value Of Your New Recruit**  
– Paul Courtney, Davinia Batley

15:55 **CLOSING THOUGHTS**

**LIVE & ON DEMAND**

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## ROOM 2 – INSPIRATION

WELCOME 12:00

12:10 **Diversify Your Event Fundraising Portfolio**  
– Mehreen Syed, Royal Free Charity

12:45 **Making Every Event Count: How Helen & Douglas House Hospice Built An Effective Events Portfolio** – Jo Hodson, Enthuse & Rebekah Shawsun from Helen & Douglas House Hospice

13:15 **BREAK**

13:30 **A Changing Landscape: Challenges And Opportunities In High-Value Events** – Rebecca Elcome

**BREAK**

14:50 **Back To Live (Events), Back To Reality: What s Really Growing – And Why** – John Tasker, Massive

15:25 **Raise More: How Charities Are Putting Supporter Journeys At The Heart Of All Their Events** – Ben Collins, Social Sync, Zsuzsi Kiss, CoppaFeel, Nathan Banks, Alzheimers Research UK, Hollie Llewelyn-Davies, Movember

15:55 **CLOSING THOUGHTS**

LIVE & ON DEMAND