

# 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

15:55 CLOSING THOUGHTS

LIVE & ON DEMAND

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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

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