fundraising everywhere JustGiving™

Events Fundraising Conference

January 28th 2027



ROOM 1

WELCOME 11:00

11:10 **The Event Fundraising Gap: Why Some Charities Raise More From The Same Event** – Sarah Farago, JustGiving

11:45 **Casper–Proofing 2.0: Advanced Dropout Prevention** – Zahra Yassine – Medical Aid for Palestinians

12:15 BREAK

12:30 **More Fundraisers, More Income: Fixing Your Conversion Funnel** – Keith Williams and Paul Parker, Funraisin

13:05 **Surviving Third–Party Saturation** – Freddi Harle, For Charity

13:35 BREAK

13:45 **A Keep/Pause/Kill Framework**

14:25 **How To Grow Your Owned Event**

14:55 CLOSING THOUGHTS

LIVE & ON DEMAND

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ROOM 2

WELCOME 11:00

11:10 **WhatsApp, SMS & The Death Of Email: Building A Multi-Channel Stewardship Stack** – SocialAF

11:45 **Making The Most Out Of Your Overseas Challenges**
– Ruhubia Akbor, Different Travel & Sarah Agnew, julia s House

12:15 BREAK

12:30 **The Finish Line Is Just The Start**
– Luke Dixon, Head of Sales at Enthuse

13:05 **Marketing Agility Under Pressure: Practical Tactics For Campaigns And Content** – Tereza Litsa

13:35 BREAK

13:45 **Beyond The Controller: Creator, Gaming & New-Format Fundraising**
– Neville Pope, Children's Hospice South West

14:25 **What Kidney Research Did To Boost Every Fundraiser s Total**
– Georgia Kelly, Head of Community & Events at Kidney Research UK

14:55 CLOSING THOUGHTS

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