

**1 & 2
MAY**

EVENTRAISE 2018

RAISE MORE FROM YOUR FUNDRAISING EVENTS

PULLMAN MELBOURNE ON THE PARK

PROGRAM OVERVIEW

DAY ONE: Tuesday 1 May 2018		
12noon - 1pm	LUNCH	
	SESSION 1 Half day immersion	
1pm - 3pm	Supercharging your peer-to-peer fundraising campaign <i>Marcus Blease, Co-founder & Director, Donor Republic</i>	
3:00 - 3:30pm	AFTERNOON TEA	
	SESSION 2 Half day immersion (continued)	
3:30 - 5pm	Supercharging your peer-to-peer fundraising campaign <i>Marcus Blease, Co-founder & Director, Donor Republic</i>	
DAY TWO: Wednesday 2 May 2018		
8:00 - 9am	REGISTRATION and ARRIVAL TEA/COFFEE	
	SESSION 3 Plenary Session	
9:00 - 9:05am	Introduction & welcome remarks <i>Jeremy Bradshaw, Publisher, Bombora Publishing</i>	
9:05 - 10:00am	One man, one wheel, one million dollars ...and a Gold Logie <i>Samuel Johnson OAM, Co-founder, Love your Sister</i>	
10:00-10:30am	MORNING TEA	
	Concurrent Session 4A	Concurrent Session 4B
10:30 - 11:15am	Case Study: Leukaemia Foundation raises \$1million through challenge events <i>Lauren Halfpenny, Community Signature Events Manager, Leukaemia Foundation</i> <i>Justine Curtis, CEO, Inspired Adventures</i> <i>Shelly Westley, Registered Nurse</i>	Peer to peer platform speed dating <i>Steve Francis, Managing Director, Frontstream</i> <i>Courtney Evans, Co-founder, Funraisin</i> <i>Craig Shackleton, Sales Director, Everyday Hero</i>
11:20 -12:05pm	Community fundraising panel <i>Kathryn Stoneman, Event Manager, Cerebral Palsy Alliance</i> <i>Adelaide Thompson, Campaign Unit Manager, Cancer Council NSW</i> <i>Bianca di Fede, Community Fundraising Manager, Multiple Sclerosis Ltd</i>	Redkite corporate quiz cuts through with business sector <i>Monique Keighery, General Manager Marketing & Fundraising, Redkite</i>
12:05-1:05pm	LUNCH	
	Concurrent Session 5A	Concurrent Session 5B
1:05 - 1:50pm	Leverage Behaviour - don't change it <i>Luke Edwards, Founder & Director, Elevate Fundraising</i>	Red Nose Day - diversifying to meet the needs of the cause <i>Yvonne Amos, General Manager Marketing, Communications and Income Development, RedNose</i>
1:55 - 2:40pm	Fundraising through fun runs and other third party events: a case study on getting started <i>Anna Jones, Communications Manager, Peter MacCallum Cancer Foundation</i>	How to increase fundraising with tap 'n' pay technology <i>Ben Graetz, CEO, Grassrootz</i>

2:40 - 3:10pm	AFTERNOON TEA
	Session 6A Plenary Session
3:10 - 3:55pm	Mater Foundation utilises data to improve events results <i>Marcus Blease, Director, Donor Republic</i> <i>Victoria Andrews, Manager, Community Programs, Mater Foundation</i>
4:00 - 4:45pm	Children's Cancer Institute Diamond Ball doubles up to raise over \$1m <i>Sarah Rossiter, Events Manager, Children's Cancer Institute</i>
4:45 - 4:50pm	Closing Remarks

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