

**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	REGISTRATION & 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 – 9:10am	Introduction & welcome remarks <i>Jeremy Bradshaw, Publisher, Bombora Publishing</i>	
9:10 – 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 <small>sponsored by</small> 	
	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>Imogen Bidmead, Campaign Manager, 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>Sarah Rossiter, Events Manager, Children's Cancer Institute</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 <small>sponsored by</small> 	
	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	How to increase fundraising with tap 'n' pay technology

	<i>Anna Jones, Communications Manager. Peter MacCallum Cancer Foundation</i>	<i>Ben Graetz, CEO, Grassrootz</i>
2:40 – 3:10pm	AFTERNOON TEA <i>sponsored by</i> 	
	Concurrent Session 6A	Concurrent Session 6A
3:10 – 3:55pm	Mater Foundation utilises data to improve events results <i>Marcus Blease, Director, Donor Republic Victoria Andrews, Manager, Community Programs, Mater Foundation</i>	Closing down the inconvenience store <i>Meredith Dwyer, Director, HomeMade Digital</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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