




# EVENTRAISE 2019

SWISSÔTEL SYDNEY

## PROGRAM OVERVIEW

DAY ONE: Thursday 28 <sup>th</sup> March 2019		
12noon - 1pm	<b>REGISTRATION &amp; LUNCH</b>	
	<b>SESSION 1 Half day Masterclass</b>	
1pm - 3pm	<b>Leveraging digital channels to maximise peer-to-peer event fundraising revenue</b> Luke Edwards, <i>Director, Elevate Fundraising</i>	
3:00 - 3:30pm	<b>AFTERNOON TEA</b>	
	<b>SESSION 2 Half day Masterclass (continued)</b>	
3:30 - 5pm	<b>Leveraging digital channels to maximise peer-to-peer event fundraising revenue</b> Luke Edwards, <i>Director, Elevate Fundraising</i>	
DAY TWO: Friday 29 <sup>th</sup> March 2019		
8:00 - 9am	<b>REGISTRATION and ARRIVAL TEA/COFFEE</b>	
	<b>SESSION 3 Plenary Session</b>	
9:00 - 9:05am	<b>Introduction &amp; welcome remarks</b>	
9:05 - 10:00am	<b>Events - always with us, always changing, but what's the future</b> Marcus Blease, <i>Co-founder, Donor Republic</i>	
10:00- 10:30am	<b>MORNING TEA</b>	
	<small>sponsored by</small> 	
	<b>Concurrent Session 4A</b>	<b>Concurrent Session 4B</b>
10:30 - 11:15am	<b>Pedal to the metal - the Harry Perkins Institute of Medical Research and MACA - an event sponsorship success story</b> Kirstyn Johnson, <i>Partnerships Manager, Harry Perkins Institute of Medical Research</i> Tim Gooch, <i>General Manager Mining, MACA Ltd</i>	<b>One-Of-A-Kindness Ball - a first gala with far reaching fundraising consequences</b> Diane Livingston, <i>Executive Manager, Fundraising and Communications, Wellington Free Ambulance</i>
11:20 - 12:05pm	<b>Embracing experiential fundraising - adventures as P2P charity fundraising opportunities</b> Justine Curtis-King, <i>CEO, Inspired Adventures</i> Cameron Glover, <i>Deputy CEO, Interplast Australia &amp; New Zealand</i> Kirsten Pilatti, <i>CEO, Breast Cancer Network of Australia (BCNA)</i> James Toomey, <i>CEO, Mission Australia</i>	<b>Is it a bloody good idea?</b> Jonathon Grapsas, <i>Founder &amp; Director, flat earth direct</i>
12:05-1:05pm	<b>LUNCH</b>	
	<small>sponsored by</small> 	
	<b>Concurrent Session 5A</b>	<b>Concurrent Session 5B</b>
1:05 - 1:50pm	<b>From Sydney to the world - the rise and rise of the Distinguished Gentleman's Ride</b> Mark Hawwa, <i>Founder and Director, Distinguished Gentleman's Ride</i> <small>sponsored by</small> 	<b>Crispy, crunchy, chewy and nutty - covering all bases with the Sydney Chocolate Ball</b> Danielle Thomson, <i>Chief Executive Officer, FSHD Global Research Foundation</i>

1:55 - 2:40pm	<b>Pawgust - from trial P2P event to major success</b> Lauren Lynagh, <i>National Event Manager, PAWGUST, Guide Dogs Australia</i> Paul Morton, <i>Fundraising Manager, Guide Dogs SA/NT</i>	<b>Gamers in the charity realm - an emerging fundraising opportunity</b> Tara Gosling, <i>PR &amp; Content Coordinator, Blackbaud</i>
2:40 - 3:10pm	<b>AFTERNOON TEA</b>	
	<b>Concurrent Session 6A</b>	<b>Concurrent Session 6B</b>
3:10 - 3:55pm	<b>Employing Memorable Moment Theory to make better events</b> Karen McGrath, <i>Global Marketing Manager, Act for Peace</i>	<b>Volunteer committees - worth their weight in gold, or ... not so much?</b> Angela Trieste, <i>Director, Vanilla Bean Events</i>
4:00 - 4:45pm	<b>Re-invigorating the MS Readathon for a new generation of supporters</b> Richelle King <i>Senior Account Manager, Donor Republic</i> Jazzy Sim <i>Yr. 7 student, Illawarra Grammar School</i>	<b>Paying to sleep rough - how Vinnies lifted corporate involvement in the CEO Sleepout</b> Lucy Menting, <i>General Manager Marketing &amp; Fundraising, St Vincent de Paul</i> Yolanda Saiz, <i>Executive Director of Fundraising and Communications</i>
4:45 - 4:50pm	<b>Closing Remarks</b>	<b>Closing Remarks</b>

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