


EVENTRAISE 2019

SWISSÔTEL SYDNEY

PROGRAM OVERVIEW

DAY ONE: Thursday 28 th March 2019		
12noon - 1pm	REGISTRATION & LUNCH	
	SESSION 1 Half day Masterclass Maple Room	
1pm - 3pm	Leveraging digital channels to maximise peer-to-peer event fundraising revenue Luke Edwards, <i>Director, Elevate Fundraising</i>	
3:00 - 3:30pm	AFTERNOON TEA	
	SESSION 2 Half day Masterclass (<i>continued</i>) Maple Room	
3:30 - 5pm	Leveraging digital channels to maximise peer-to-peer event fundraising revenue Luke Edwards, <i>Director, Elevate Fundraising</i>	
DAY TWO: Friday 29 th March 2019		
8:00 - 9am	REGISTRATION and ARRIVAL TEA/COFFEE	
	SESSION 3 Plenary Session Blaxland Ballroom	
9:00 - 9:05am	Introduction & welcome remarks	
9:05 - 10:00am	Events - always with us, always changing, but what's the future Marcus Blease, <i>Co-founder, Donor Republic</i>	sponsored by INSPIRED ADVENTURES
10:00-10:30am	MORNING TEA	
	sponsored by elevate FUNDRAISING	
	Concurrent Session 4A Blaxland A	Concurrent Session 4B Blaxland B
10:30 - 11:15am	4A.1 Is it a bloody good idea? Jonathon Grapsas, <i>Founder & Director, flat earth direct</i>	4B.1 Pedal to the metal - the Harry Perkins Institute of Medical Research and MACA - an event sponsorship success story Kirstyn Johnson, <i>Partnerships Manager, Harry Perkins Institute of Medical Research</i> // Tim Gooch, <i>General Manager Mining, MACA Ltd</i>
11:20 - 12:05pm	4A.2 Volunteer committees - worth their weight in gold, or ... not so much? Angela Trieste, <i>Director, Vanilla Bean Events</i>	4B.2 Embracing experiential fundraising - adventures as P2P charity fundraising opportunities Justine Curtis-King, <i>CEO, Inspired Adventures</i> // Cameron Glover, <i>Deputy CEO, Interplast Australia & New Zealand</i> // Kirsten Pilatti, <i>CEO, Breast Cancer Network of Australia (BCNA)</i> // James Toomey, <i>CEO, Mission Australia</i>
12:05-1:05pm	LUNCH	
	sponsored by INSPIRED ADVENTURES	
	Concurrent Session 5A Blaxland A	Concurrent Session 5B Blaxland B

1:05 - 1:50pm	<p style="text-align: center;">5A.1</p> <p>Crispy, crunchy, chewy and nutty - covering all bases with the Sydney Chocolate Ball Danielle Thomson, <i>Chief Executive Officer, FSHD Global Research Foundation</i></p>	<p style="text-align: center;">5B.1</p> <p>From Sydney to the world - the rise and rise of the Distinguished Gentleman's Ride Mark Hawwa, <i>Founder and Director, Distinguished Gentleman's Ride</i> <i>sponsored by</i> </p>
1:55 - 2:40pm	<p style="text-align: center;">5A.2</p> <p>Gamers in the charity realm - an emerging fundraising opportunity Tara Gosling, <i>PR & Content Coordinator, Blackbaud</i> // Erin White, <i>Partnerships Executive, Starlight Foundation</i></p>	<p style="text-align: center;">5B.2</p> <p>Pawgust - from trial P2P event to major success Lauren Lynagh, <i>National Event Manager, PAWGUST, Guide Dogs Australia</i> // Paul Morton, <i>Fundraising Manager, Guide Dogs SA/NT</i></p>
2:40 - 3:10pm	AFTERNOON TEA	
	Concurrent Session 6A Blaxland A	Concurrent Session 6B Blaxland B
3:10 - 3:55pm	<p style="text-align: center;">6A.1</p> <p>One-Of-A-Kindness Ball - a first gala with far reaching fundraising consequences Sarah Coulthard, <i>Communications Advisor, Wellington Free Ambulance</i></p>	<p style="text-align: center;">6B.1</p> <p>Employing Memorable Moment Theory to make better events Karen McGrath, <i>Global Marketing Manager, Act for Peace</i></p>
4:00 - 4:45pm	<p style="text-align: center;">6A.2</p> <p>Paying to sleep rough - how Vinnies lifted corporate involvement in the CEO Sleepout Lucy Menting, <i>General Manager Marketing & Fundraising, St Vincent de Paul</i> // Yolanda Saiz, <i>Executive Director of Fundraising and Communications</i></p>	<p style="text-align: center;">6B.2</p> <p>Re-invigorating the MS Readathon for a new generation of supporters Richelle King <i>Senior Account Manager, Donor Republic</i> // Jazzy Sim <i>Yr. 8 student, Illawarra Grammar School</i> // Natasha Duncan, <i>Head of Individual Giving Strategic Marketing & Fundraising, Multiple Sclerosis Limited</i></p>
4:45 - 4:50pm	Closing Remarks	Closing Remarks

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