

EVENTRAISE 2019

SWISSÔTEL SYDNEY




PROGRAM OVERVIEW

DAY ONE: Thursday 28th March 2019

12noon - 1pm	REGISTRATION & LUNCH
	SESSION 1 Half day Masterclass Maple Room Chair: Jeremy Bradshaw, <i>Publisher, F&P</i>
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 Chair: Jeremy Bradshaw, <i>Publisher, F&P</i>
3:30 - 5pm	Leveraging digital channels to maximise peer-to-peer event fundraising revenue Luke Edwards, <i>Director, Elevate Fundraising</i>

DAY TWO: Friday 29th March 2019

8:00 - 9am	REGISTRATION and ARRIVAL TEA/COFFEE	
	SESSION 3 Plenary Session Blaxland Ballroom Chair: Clare Joyce, <i>Editor-in-Chief, F&P</i>	
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>	<small>sponsored by</small> INSPIRED ADVENTURES
10:00-10:30am	MORNING TEA	
	<small>sponsored by</small> elevate FUNDRAISING	
	Concurrent Session 4A Blaxland A Chair: Jeremy Bradshaw, <i>Publisher, F&P</i>	Concurrent Session 4B Blaxland B Chair: Judy Turner, <i>Conference Curator, Bombora Publishing</i>
10:30 - 11:15am	4A.1 Is it a bloody good idea? Jonathon Grapsas, <i>Founder & Director, flat earth direct</i>	4B.1 The soaring P2P event success of Variety's high-flying Jet Trek Christine Anderson, <i>Head of Fundraising and Marketing, Variety - The Children's Charity of Queensland</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 // Cameron Glover, Deputy CEO, Interplast Australia & New Zealand // Kirsten Pilatti, CEO, Breast Cancer Network of Australia (BCNA) // James Toomey, CEO, Mission Australia</i>

12:05-1:05pm	LUNCH		<small>sponsored by</small> 
	Concurrent Session 5A Blaxland A Chair: Andrew Sadauskas, <i>Marketing Co-ordinator, Bombora Publishing</i>	Concurrent Session 5B Blaxland B Chair: Clare Joyce, <i>Editor-in-Chief, F&P</i>	
1:05 - 1:50pm	5A.1 Crispy, crunchy, chewy and nutty - covering all bases with the Sydney Chocolate Ball Danielle Thomson, <i>Chief Executive Officer, FSHD Global Research Foundation</i> CANCELLED <i>replacement TBA</i>	5B.1 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> <small>sponsored by</small> 	
1:55 - 2:40pm	5A.2 Gamers in the charity realm - an emerging fundraising opportunity Adelaide Ponce de Leon, <i>Marketing Manager, Blackbaud</i> // Erin White, <i>Partnerships Executive, Starlight Foundation</i>	5B.2 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> <small>sponsored by</small> 	
2:40 - 3:10pm	AFTERNOON TEA		
	Concurrent Session 6A Blaxland A Chair: Clare Joyce, <i>Editor-in-Chief, F&P</i>	Concurrent Session 6B Blaxland B Chair: Judy Turner, <i>Conference Curator, Bombora Publishing</i>	
3:10 - 3:55pm	6A.1 One-Of-A-Kindness Ball - a first gala with far reaching fundraising consequences Sarah Coulthard, <i>Communications Advisor, Wellington Free Ambulance</i>	6B.1 Employing Memorable Moment Theory to make better events Ben Littlejohn, <i>Director of Marketing & Communications, Act for Peace</i>	
4:00 - 4:45pm	6A.2 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>	6B.2 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>	
4:45 - 4:50pm	Closing Remarks	Closing Remarks	

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