

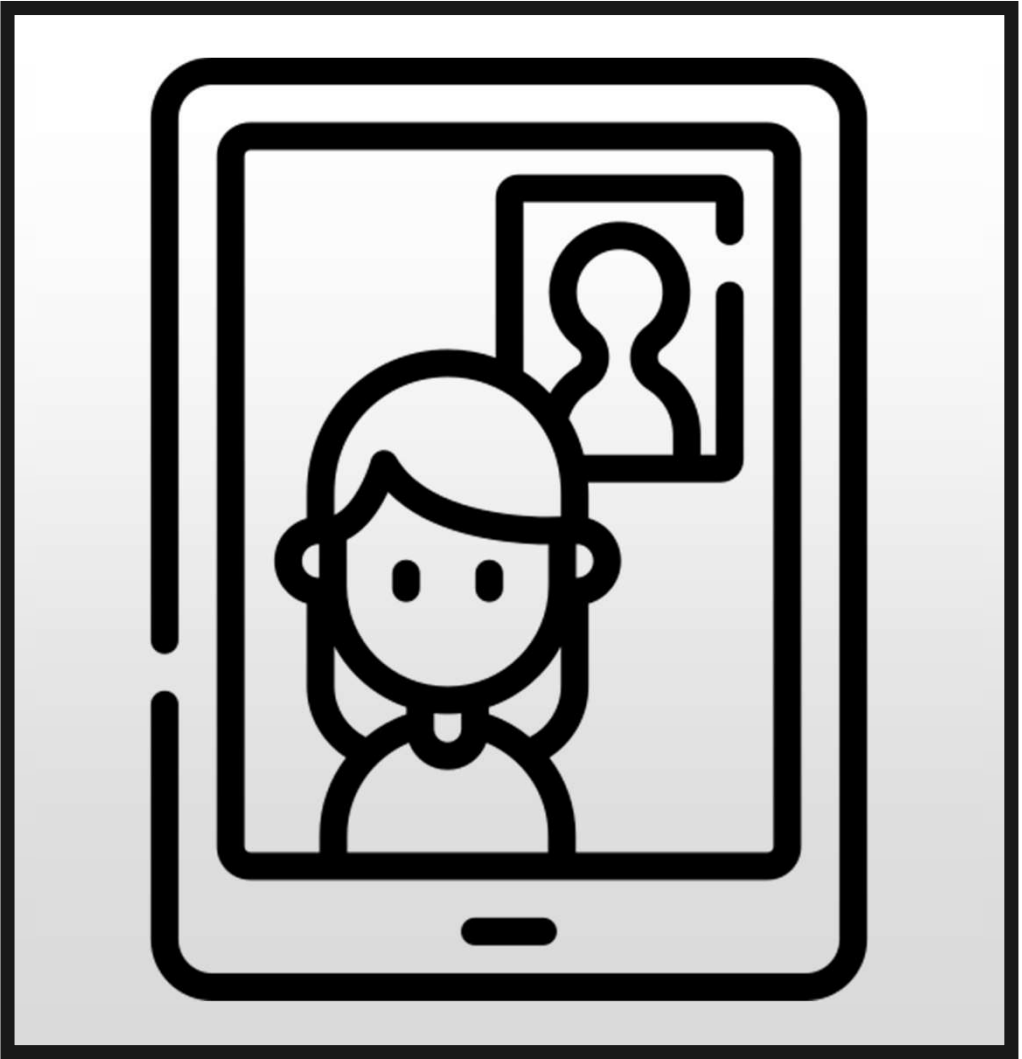
SPEAKER



SARAH
LITTELL

IWITOT
2023

9 November 2023 • London & Online





WWW.360SYRIA.COM

**“WE ARE ALWAYS NERVOUS,
ALWAYS WORRIED,
ALWAYS LOOKING TO THE SKY”
A TEACHER FROM ALEPPO**

AMNESTY
INTERNATIONAL 





Quest 3
£479.99

Recycled phones
£20 headsets

£31,500

AMNESTY
INTERNATIONAL
360 SYRIA





INDEPENDENT





- 16% increase in direct debit sign ups
 - £170,000 per year
- Increase in public interaction
- Increase in emotional response



What can we learn from 360 Syria?

- Storytelling and emotional impact
- Recruitment/acquisition
- VR can be budget friendly
- Creative spaces: It doesn't have to stop at street fundraising





Save the Children.



**National
Autistic
Society**

**ALZHEIMER'S
RESEARCH UK**

**FOR A
CURE**

Thank you

