

Legacy & In-Memory Fundraising Conference

Sept 25th 2025
12 – 4pm BST



ROOM 1

WELCOME 12:00

12:10 **Year In Wills Report: Trends And Insights** – Stephen Rowland, Farewill

12:45 **Legacies And Loyalty: The Impact Of An Excellent Experience**
– Kay Harrison, About Loyalty & Victoria Friar, Air Ambulance Charity (KSS)

13:15 **B R E A K**

13:30 **Not Just A Pretty Proposition: Making Legacy Fundraising Work Harder,
Not Just Look Better**– Holly Eggleston, Aha Agency

14:05 **Policy And Compliance: Future Focus, What Do We Need To Know
To Plan** – Alex McDowell, Remember A Charity

14:40 **B R E A K**

14:50 **Legacy Conversations For Non-Legacy Fundraisers**
– Sarah Beaumont, National Trust

15:25 **Digital Legacy Leads – A Facebook-first Approach**
– Harvey Kirk, RSPB & Ed Dark, Catsnake

15:55 **C L O S I N G T H O U G H T S**

L I V E & O N D E M A N D

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ROOM 2

WELCOME 12:00

12:10

Guiding Stars: Creating A Flagship In Memory Appeal And Increasing Donor Loyalty– Charles Bloch and Vicky Fernbank, Guide Dogs

12:45

In Their Name: In-Memory Journeys
– Faye Anderson, Mind

13:15

B R E A K

13:30

Communicating Well With Bereaved Supporters
– Zoe – National Bereavement Service

14:05

Innovating Legacy Acquisition: Testing New Growth Channels
– Katie Wimpenny, Dani Hernandez, Harriet King, Octopus Legacy

14:40

B R E A K

14:50

Legacy Is A Behaviour Change Brief
– Pete Esuola-Grant, GOOD Agency & Zoe Fowler, Marie Curie

15:25

Reimagining Legacy Stewardship With Immersive Digital Experiences
– Co-founder Ian Boardman and Creative Director Joe Nicholson

15:55

C L O S I N G T H O U G H T S

LIVE & ON DEMAND