

# Legacy Fundraising Virtual Conference

February 15th 2024  
12 – 4pm GMT



## ROOM 1

WELCOME 12:00

12:05 **The Future of Legacy Fundraising** – Ashley Rowthorn, Legacy Futures

12:40 **How to Track and Forecast Your Legacy Income**  
– Doug Clow, Legacy Foresight

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

13:30 **Live Forever: Innovations in Memorialisation** – Emily Grint, Legacy Voice  
& Tracy Jones, Ty Hafan Children's Hospice

14:05 **How to Build Confidence and Relationships for Legacy Conversion**  
– James Reid, Royal British Legion

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

14:50 **Legacy and In-Memory Giving: How to Work Together Better**  
– Claire Routley, Legacy Voice

15:25 **Accessibility and Inclusion in Legacy Marketing**  
– Jake O'Dywer, Stonewall & Laura Jacques, NSPCC

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

12:05

**\*IN ROOM 1\***

**The Future of Legacy Fundraising – Ashley Rowthorn, Legacy Futures**

12:40

**Distilling Supporter Insights to Shape Your Legacy Proposition  
– Jaz Nannar, Jaz Nannar Consulting Ltd**

13:15

B R E A K

13:30

**Beyond Bequests: A Roadmap to Developing Inspiring Legacy  
Supporter Journeys – Juliet Hinton-Smith, Scope**

14:05

**How to Grow Your Legacy Pipeline – Stuart McCoy, DM Insight**

14:40

B R E A K

14:50

**What Happens in the Room? Solicitors and Legacy Fundraising Panel  
– Robert Jobson, Gardner Leader; Hazara Patel, Mullis & Peake LLP  
Solicitors; Sharon Comfort, Legacy Voice & Gaynor Lanceley,  
Shakespeare Martineau**

15:25

**Legacy and Place Fundraising: The Power of Nostalgia and Memories  
– Viet Anh Hua, LSE & Mark Allwood, National Trust**

15:55

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

LIVE & ON DEMAND