

LEGACY FESTIVAL

2025

**REMEMBER A CHARITY
IN YOUR WILL**
Help the work live on...

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Legacy Festival Programme

One America Square, 17 Crosswall, London EC3N 2LB

Monday, 24 March 2025

09.00	Registration Refreshments & Expo in Cornhill Suite	<i>Join us for refreshments, to catch up with your peers and explore the Expo area.</i>
10:00	Welcome & Opening Remarks Ludgate Suite	<i>Welcome address and introductions, with an overview of the day's programme.</i> Anaish Yilma-Parmar: Chair, Remember A Charity
10:20	Remember A Charity: Campaign Highlights Ludgate Suite	<i>A snapshot of campaign highlights and priorities for 2025.</i> Lucinda Frostick: Director, Remember A Charity
10.35	Future Gazing Ludgate Suite	<i>After 25 years of collaborating to grow the legacy market, we turn to the future and ask: What will the legacy market look like 25 years from now?</i> Claire Routley: Head of Consultancy, Legacy Futures Ashley Rowthorn: CEO, Legacy Futures
11.15	Morning Break Refreshments & Expo in Cornhill Suite	BREAK
11.35	Understanding your Legacy Prospects Ludgate Suite	<i>Unveiling new research and insights on charitable Will-writing – presenting highlights from Remember A Charity's consumer benchmarking study.</i> Jeremy Rix: Managing Director, OKO Ltd
12.05	Legacy Campaign Hackathon Ludgate Suite	<i>An interactive session, with attendees collaborating in small groups to develop a legacy campaign proposition.</i>
12.35	Consumer Campaign Update Ludgate Suite	<i>Our consumer agency partners will unveil their plans for reaching and inspiring legacy audiences, sharing opportunities for your charity to get involved.</i> Atomic London & Stand
13.00	Lunch Refreshments & Expo in Cornhill Suite	LUNCH (Please ensure you have informed us of any dietary requirements when you register)

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14.00	Be Remembered Table Challenge Ludgate Suite	<i>A short light-hearted interactive session back at our tables.</i>
14.15	Case Study: Inspirational Legacy Campaign Ludgate Suite	<i>This case study session offers the opportunity to learn and be inspired by your peers' legacy campaigns.</i>
14.50	Afternoon Break Refreshments & Expo in Cornhill Suite	BREAK
15.10	Panel Discussion: How to Grow High Value Gifts and Nurture Supporters with Wealth Ludgate Suite	<i>Wealth advisers and charity panellists come together to explore how to grow high value legacies.</i> Glenn Baker: Director, Charles Stanley James Cook: Partner, Rusell-Cooke LLP Caroline Donald: Senior Supporter Engagement Manager, Unicef UK Grace Nalty: Philanthropy Lead - Transformational Giving, British Red Cross Chair - Sianne Haldane: Founder, Boon Consulting
15.50	Closing Remarks Ludgate Suite	<i>Summing up and closing remarks from our Chair.</i> Anaish Yilma-Parmar: Chair, Remember A Charity
16.00	Networking and Drinks Cornhill Suite	NETWORKING
17.00	Close	