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TUESDAY 20 MAY 2025		Purple	Red	Gold	Green
09:30 – 10:00	Opening Remarks	Damian O'Broin & Áine Myler			
10:00 – 11:00	Opening Plenary	TBC	TBC	TBC	TBC
11:00 – 11:30	Coffee				
11:30 – 12:30	Session No. 1	Jean O'Brien & Tom Hickey Are you fit for digital?	Josh Hirsch & Paramjot Singh From Fear to Focus: Demystifying AI to Enhance Donor Experiences and Drive Efficiency	Shabby Amini Navigating rapid growth, fame and change	Edwina Newcombe & Caoileann Appleby My donor ghosted me
12:30 – 13:45	Lunch				
13:45 – 14:45	Session No. 2	Jean O'Brien, Liz Carolan, Clare O'Donoghue Velikic, Mae Dobbs & Jonathan Nolan Are we addicted to the algorithm?	Marina Jones & Meredith Niles Brainhacking – 8 3/4 decision science insights to improve your fundraising results today	Lesley Pinder Supporter experience fundamentals for every fundraiser	Lou Lai The power of mentoring – entering a new era of self development
15:00 – 16:00	Session No. 3	Svitlana Pugach, Olga Chevганиuk & Kate Leschyshyn Fundraising Under Fire: Lessons from Ukraine for a World in Crisis	Russell James Top 10 legacy fundraising strategies from scientific research: National data & results from the lab	Henry Rowling & Alicia Jumman Why are charity databases so white (Why it's such a huge problem and what can we do about it?)	Andy King Partnerships companies will pay for
16:00 – 16:30	Coffee				
16:30 – 17:30	Session No. 4	Audrey McGillicuddy & Natascha Elbech Enhancing Donor Engagement and Conversion with Fundraise Up: A Case Study from MSF Ireland	Jeff Brooks & Julie Cooper From Rubbish to Rescue to Relationship: Fundraising Storytelling Reconsidered	Ken Burnett & Lisa Sargent Inspiring your donors for a lifetime: The great big picture (and the deliciously effective details)	Jon Kelly & Kate Mulchrone Using data to optimise your fundraising programme
17:30	The Fundraising Summer School After-Party, Kennedy's Westland Row – supported by iDonate				
WEDNESDAY 21 MAY 2025		Purple	Red	Gold	Green
09:30 – 10:30	Session No. 5	TBC Fundraising in Turbulent Times Panel	Russell James The hidden code of end-of-life decisions: What legacy fundraising can learn from decision-making in life insurance, annuities, estate planning, and healthcare	Audrey McGillicuddy & Rob Patmore Maximising Impact: Lessons from MSF Ireland's Record-Breaking Q4 2024 DRTV Campaign	Jeff Brooks & Julie Cooper From Rubbish to Rescue to Relationship: Fundraising Storytelling Reconsidered
10:30 – 11:00	Coffee				
11:00 – 12:00	Session No. 6	Damian O'Broin & Jan Rane Silo Killer (Qu'est-ce que c'est) – Individual giving in a post-direct mail age	Jon Kelly & Kate Mulchrone Using Data to Optimise Your Fundraising Programme	Marina Jones & Meredith Niles Brainhacking – 8 3/4 decision science insights to improve your fundraising results today	Josh Hirsch & Paramjot Singh From Fear to Focus: Demystifying AI to Enhance Donor Experiences and Drive Efficiency
12:15 – 13:15	Session No. 7	Svitlana Pugach, Olga Chevганиuk & Kate Leschyshyn Fundraising Under Fire: Lessons from Ukraine for a World in Crisis	Lou Lai & Louise Barton Shifting to Open Strategies – how you could apply this thinking and approach to your organisation	Jane Trenamen & Cian Murphy Mind the Gap: Co-Creating a Fundraising Data Foundation	Edwina Newcombe & Annetta Murphy Crafting Effective Legacy Propositions
13:15 – 14:30	Lunch				
14:30 – 15:30	Session No. 8	Ken Burnett & Lisa Sargent Inspiring your donors for a lifetime: The great big picture (and the deliciously effective details)	Jessica Hailstone & Sean Bergin Leading with your values to raise money online	Lesley Pinder Supporter experience fundamentals for every fundraiser	Shabby Amini Navigating rapid growth, fame and change
15:45 – 16:45	Closing Plenary	TBC	TBC	TBC	TBC