

LEGACY FESTIVAL 2026

**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, 16 March 2026

09.00	Registration Refreshments & Expo in Cornhill Suite	Join us for refreshments, to catch up with your peers and explore the Expo area.
10:00	Welcome & Opening Remarks Ludgate Suite	Opening the Legacy Festival with a welcome address, our Chair will share an overview of the day's programme. This will include special thanks to our speakers and event sponsors, with a few words from our headline sponsor, the National Free Wills Network Anaish Yilma-Parmar: Chair, Remember A Charity
10:20	Remember A Charity: Campaign & new strategy Ludgate Suite	An overview of campaign highlights and priorities for 2026. Lucinda Frostick: Director, Remember A Charity
10.35	Exploring how behavioural insights can fuel your legacy programme Ludgate Suite	Insights from decision-making, cognitive biases and the psychology of generosity can all influence the way supporters see their future selves, and their legacy. Here we look at some behavioural science approaches that can make a big difference to your legacy programme, offering practical ideas to enhance your supporter journeys. Oliver Payne: Founder, The Hunting Dynasty
11.15	Morning Break Refreshments & Expo in Cornhill Suite	BREAK
11.35	Today's Legacy Market Ludgate Suite	Unveiling new research on consumer attitudes towards charitable legacies, this session explores what the latest insights could mean for your legacy programme Claire Routley: Head of Consultancy, Legacy Futures Jeremy Rix: Managing Director, OKO
12.05	Legacy Campaign Hackathon Ludgate Suite	A highlight from last year's event, delegates will once again be set the task of working with their peers at their tables to develop a fictional legacy campaign. Joe Wade: Founding Partner, Michelle Dennis: Strategy Partner, Jane Marshall: Client and Commercial Partner, Don't Panic

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12.35	Remember A Charity – What are your opportunities to engage in 2026 Ludgate Suite	Our consumer agency partners will unveil their plans for reaching and inspiring legacy audiences, highlighting the opportunities for you and your charity to get involved. Atomic London & STAND
13.00	Lunch Refreshments & Expo in Cornhill Suite	LUNCH <i>(Please ensure you have informed us of any dietary requirements when you register)</i>
14.00	Table challenge Ludgate Suite	A short light-hearted interactive challenge back at our tables.
14.15	Case studies: inspirational legacy campaigns Ludgate Suite	In this session, we're shining a spotlight on two inspirational legacy campaigns. Be ready to be inspired by your peers! Lauren Jones: Marketing Manager, Greenpeace UK Sanpreet Janjua: Development Manager, Young Sounds UK
14.50	Afternoon Break Refreshments & Expo in Cornhill Suite	BREAK
15.10	Legacy fundraising clinics Ludgate Suite	Breaking into small topic-based groups, this legacy troubleshooting session is your opportunity to put your burning questions to your peers. Each group will be led by a subject leader who can share tips and advice. <i>(Members will be invited to pre-select your table topic for discussion in advance)</i>
15.50	Closing Remarks Ludgate Suite	Summing up and closing remarks from our Chair. Anaish Yilma-Parmar: Chair, Remember A Charity
16.00	Networking and Drinks Cornhill Suite	We hope you will stay and join us for a drink and networking at the end of the day.
17.00	Close	

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