



**Dying  
Matters**

*Let's talk  
about it*

# **Dying Matters: You only die once**

**Awareness Week 2014 launch event**

**Monday 13th January 2014**  
Holiday Inn Bloomsbury  
Coram Street  
London WC1N 1HT

# Dying Matters Awareness Week

## 12th - 18th May 2014

We only get one chance to have our dying wishes met, so it's vital to talk, plan and make arrangements for the end of life – before it's too late. That's why the theme of our fifth annual Awareness Week is **Dying Matters: You only die once.**

This launch event will provide practical advice and support for your own awareness-raising activities, with **inspirational speakers** from a range of fields, and perspectives from the local to the national level.



At the event, we will be launching our new **Awareness Week resources**, designed to support you when helping people talk, plan and prepare for dying. They contain practical information on the key things you can do to make sure your end of life wishes are met.

We will also be launching a new edition of our **My Funeral Wishes** leaflet, developed and updated with feedback from Dying Matters members, which lets you create a personal funeral plan that reflects you as an individual.

# Dying Matters: You only die once

**9.30 Registration and refreshments**

**10.30 Chair's introduction**

Ian Leech, Community Engagement Officer at St Giles Hospice and People in Partnership Member

**10.45 Five years of Dying Matters & launch of Awareness Week 2014 resources**

Eve Richardson, Chief Executive, Dying Matters Coalition

**11.05 You only die once: practical steps to live and die well**

**Funeral planning**

Judith Moran, Director, Quaker Social Action

**Writing a will**

Gary Rycroft, Solicitor & Partner, Joseph A. Jones & Co Solicitors, Lancaster, and Vice Chair of The Law Society Private Client Section Executive Committee

**Organ donation: have you made your wishes known?**

Sally Johnson, Director of Organ Donation and Transplantation, NHS Blood and Transplant

**Planning your future care**

Les Storey, Training Consultant, National Council for Palliative Care

**Telling your loved ones your wishes**

Kate Ibbeson, Former Carer and Founder of Sheffield Cancer Mafia

**12.05 Break and refreshments**

**12.25 Dying Matters members: What we're doing for Awareness Week and beyond**

**Making a difference at a national level**

Jason Suckley, Director of Fundraising & Marketing, Sue Ryder

Mark Dawson, Partnership Manager, Skipton Building Society

**Inspiring people in your local area**

Tony and Dorothy Bonser, North West Champions, Dying Matters coalition

**13.20 Lunch**

**14.20 Maximising your impact during Dying Matters Awareness Week**

**Working with the media**

Joe Levenson, Director of Communications, Dying Matters Coalition

**Online and social media**

Sarah Stone, Online Community Manager and Website Editor, Dying Matters Coalition

**Events: making it work for you**

Rachael McKindley, Community Engagement Project Manager, The Bucket Project, Marie Curie Hospice, Liverpool

**Engaging your local community**

Helen de Renzie-Brett, Head of Education, and Wayne de Leeuw, Community and Outreach Manager, Dorothy House Hospice

**15.00 Group discussions on maximising impact during Awareness Week and feedback from discussion groups**

**15.30 Chair's concluding remarks**

**15.50 Refreshments and close**

