

Supporter Experience Conference



May 22nd 2025
12 – 4pm BST

Online



ROOM 1: Foundation

W E L C O M E 1 2 : 0 0

12:10 **What Is Gratitude And Why Is It Crucial For Supporter Experience?**
– Andy King, Gemma Rawlins, Harbi Jama and Nikki Bell

12:45 **Setting up for Supporter Experience Success**
– Emily Sturdy, Mistie Roskelly, Mark Collins & Lance Lee

13:15 B R E A K

13:30 **Who 'Owns' Your Supporter? Breaking Down Silos For Supporter Experience** – Max Newton and Lindsay Tilston-Jones

14:05 **Richer Supporter Communications Whatever Your Budget**
– Claire Donner, More Onion and Patrick Beswick, St Mungo's

14:35 B R E A K

14:50 **Scope's digital-first supporter experience programme**
– Josh Leigh, Hynt and Ashley Hickman, Scope

15:25 **Elevating Supporter Experience with AI: Practical Tools to Free Up Time and Deepen Relationships** – Craig Linton, Charity Elevate AI .

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: Inspiration

W E L C O M E 1 2 : 0 0

12:10 **Following the Audience, Not the Target: RNIB's journey to Supporter Engagement**– Dominka Cechova and Brette Alsop

12:45 **Supporter Experience Benchmarking: The Results**
– Paul Seabrook and Steven Dodds, Beautiful Insights

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

13:30 **Beyond the Map: Successes and Setbacks in Supporter Experience data and insights** – Euler. Paresh Patel & Gary Kenealy

14:05 **Building a Customer Experience Team – Recommendations from Recent Sector Research** – Sarah Ferreira

14:35 **B R E A K**

14:50 **The Importance Of Equity In The Supporter Experience**
– Lucy Caldicott and Jaz Nannar

15:25 **Building trust with Black Customers**
– Keith Morgan, Prostate Cancer UK

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