

# Supporter Experience Conference



May 16th, 2024  
12 – 4pm BST

Online 



## ROOM 1: Understanding Supporters

WELCOME 12:00

12:05 **How To Hear What Your Donors Are Really Saying** – Steven Dodds, Beautiful Insights

12:45 **What Does It Take To Be 'Customer-Centric'?** – Abdul Khaled, E.ON Next & Anne Leiper, Royal British Legion

13:20 **BREAK**

13:35 **Deepening Relationships & Boosting Giving Through Supporter Journeys & Engagement Actions** – Claire Donner, More Onion

14:10 **Understanding What Works for Our Younger Audiences: Experiential Marketing & the Supporter Experience** – Sam Warden-Thomas

14:40 **BREAK**

14:55 **How Do You Measure Supporter Experience? A Quantitative & Qualitative Approach** – Kayleigh Philips & Sally Dixon, Prostate Cancer UK

15:30 **Ethical Relationships: Why the 'Customer' Shouldn't Always Be Right** – Michelle Muri

15:55 **CLOSING THOUGHTS**

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## ROOM 2: Creating Change

WELCOME 12:00

12:10 **What the Supporter Experience Revolution Looks Like: Where To Start & What Does That Look Like 2 Years Later?** – Sami Hodges, Royal British Legion & Jenna Allcock, Breast Cancer Now

12:45 **How To Make Your Campaigns Stand out in an Election Year** – Zoe Amar

13:20 **BREAK**

13:35 **Transform Your Supporter Journeys** – Gavin McDonald, Social Sync

14:10 **Breaking Barriers to Influence Change & Collaborate** – Neena Baid

14:40 **BREAK**

14:55 **How This Small Charity Survived COVID & Beyond** – Annie Perez

15:30 **Talking to Trustees About Supporter Experience: Success Stories** – Andy King

15:55 **CLOSING THOUGHTS**

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## ROOM 3: Strategy

WELCOME 12:00

12:10 **Supporter Needs vs Organisation Structure: What We Learned About Designing Supporter Journeys** – Katie Mitchell, Mind

12:45 **Starting From Scratch: Data, Priorities, Easy Wins**  
– Nikki Lamb & Michelle Williams, Creativity Unbound

13:20 **BREAK**

13:35 **What Supporter Experience Really Means for Your Organisation: An Honest Discussion About the Things You Might Not Consider**  
– Rachael Franklin, Breast Cancer Now; Joe Jenkins, The Children's Society; hosted by Lesley Pinder, WaterAid & Camille St-Omer Donaldson

14:10 **Mastering the Art of Donor Engagement: Captivate Donors Through Strategic Touch Points & Create Lasting Connections**  
– Jamila Daley, Tabitha's People

14:40 **BREAK**

14:55 **Customer Experience Maturity: From Beginner to Best-in-Class**  
– Anna Hessenbruch & David Amos-Reeves

15:30 **Ready? Let's Go: Journey Mapping, Practical Steps Once Your Plan Is Ready** – Craig Linton, The Supporter Experience Collective

15:55 **CLOSING THOUGHTS**

**LIVE & ON DEMAND**