Supporter Experience Conference

May 16th, 2024 12 – 4pm BST



11.10

ROOM 1: **Understanding Supporters**

fundraising

WELCOME 12:00

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

Understanding What Works for Our Younger Audiences: Experiential

14.10	Marketing & the Supporter Experience – Sam Warden-Thomas
14:40	BREAK
14.40	
14:55	How Do You Measure Supporter Experience? A Quantitative & Qualitative Approach – Kayleigh Philps & Sally Dixon, Prostate Cancer UK
15:30	Ethical Relationships: Why the 'Customer' Shouldn't Always Be Right – Michelle Muri
15:55	CLOSING THOUGHTS

C L O S I N G

LIVE & ON DEMAND

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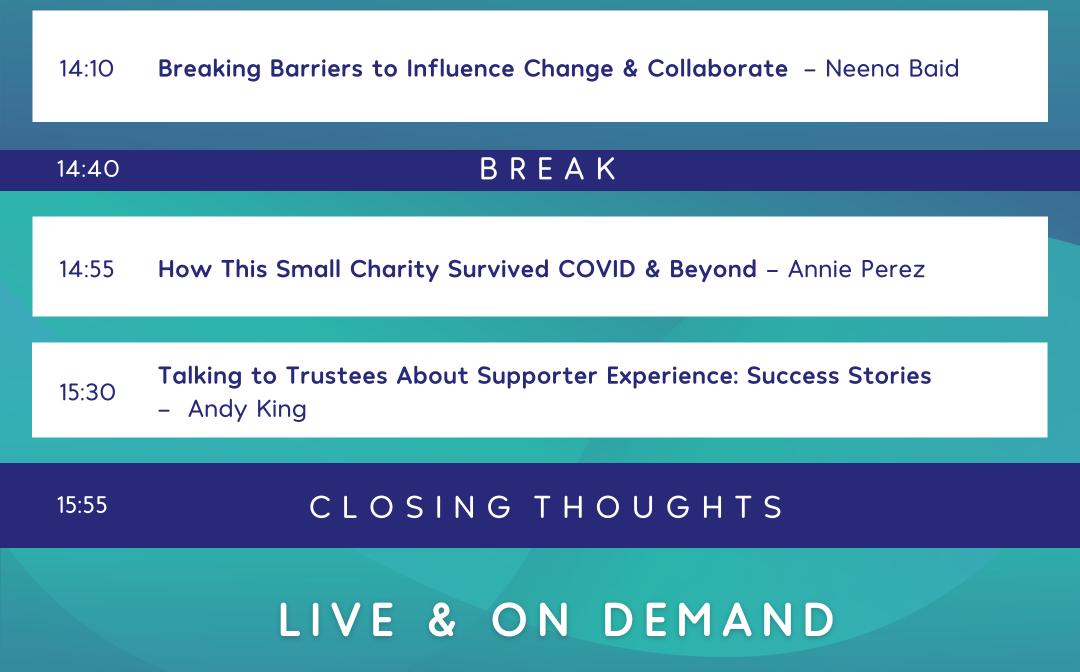
ROOM 2: Creating Change

fundraising

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



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ROOM 3: Strategy

fundraising

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
12:45	- Nikki Lamb & Michelle Williams, Creativity Unbound

13:20	BREAK
	What Supporter Experience Really Means for Your Organisation: An
12.25	Honest Discussion About the Things You Might Not Consider
13:35	- Rachael Franklin, Breast Cancer Now: Joe Jenkins, The Children's Society:

hosted by Lesley Pinder	, WaterAid & C	Camille St-Omer [Donaldson
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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
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