Supporter Experience Conference

May 16th, 2024 12 – 4pm BST



ROOM 1: Understanding Supporters

fundraisina

WELCOME 12:00

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

| 12:45 | What Does It Mean To Be 'Customer–Centric'? Lessons From Beyond the Sector – Abdul Khaled & Anne Leiper |
|-------|---|
| | |

BREAK

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

| | How Do You Measure Supporter Experience? A Quantitative & |
|-------|--|
| 14:55 | Qualitative Approach – Kayleigh Philps & Sally Dixon, Prostate Cancer UK |
| | |
| 15:30 | Ethical Relationships: Why the 'Customer' Shouldn't Always Be Right |
| | |
| 15:55 | CLOSING THOUGHTS |
| | |
| | LIVE & ON DEMAND |

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

14:10

14:40

13:20

BREAK

Supporter Experience Conference

May 16th, 2024 12 – 4pm BST



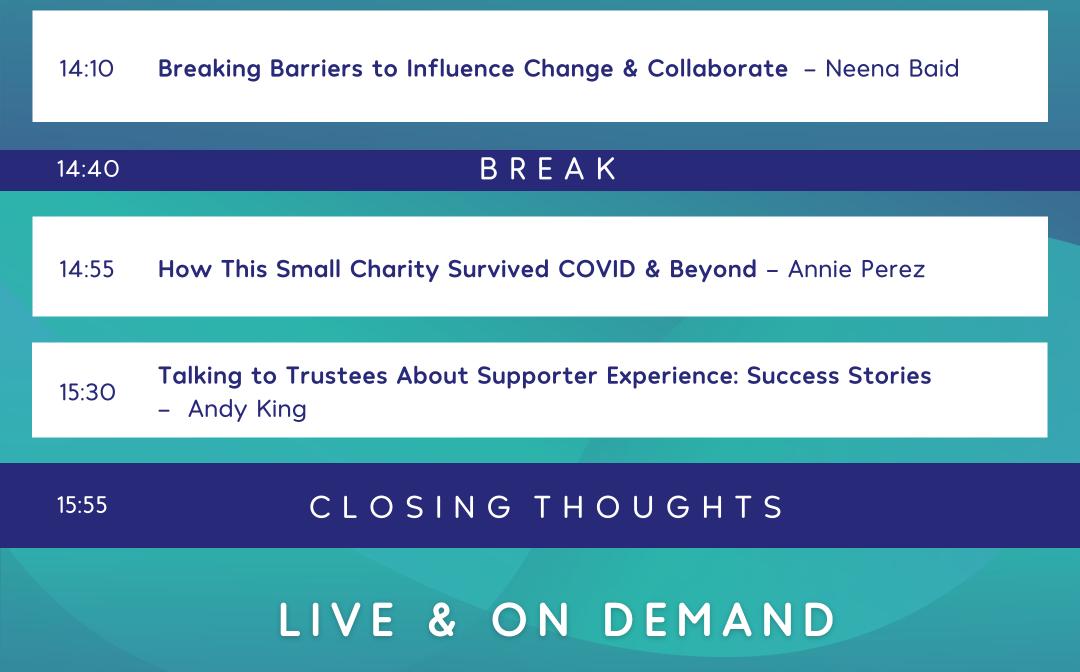
ROOM 2: Creating Change

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 | Digital Transformation: How To Get the Best UX for Your Stewardship Goals – Zoe Amar |
| | |
| 13:20 | BREAK |
| | |
| | |

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



Supporter Experience Conference

May 16th, 2024 12 – 4pm BST



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 B R E A K 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 |