## Supporter Experience Conference

#### May 16th, 2024 12 – 4pm BST



### ROOM 1: Understanding Supporters

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#### 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	<b>Qualitative Approach</b> – 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

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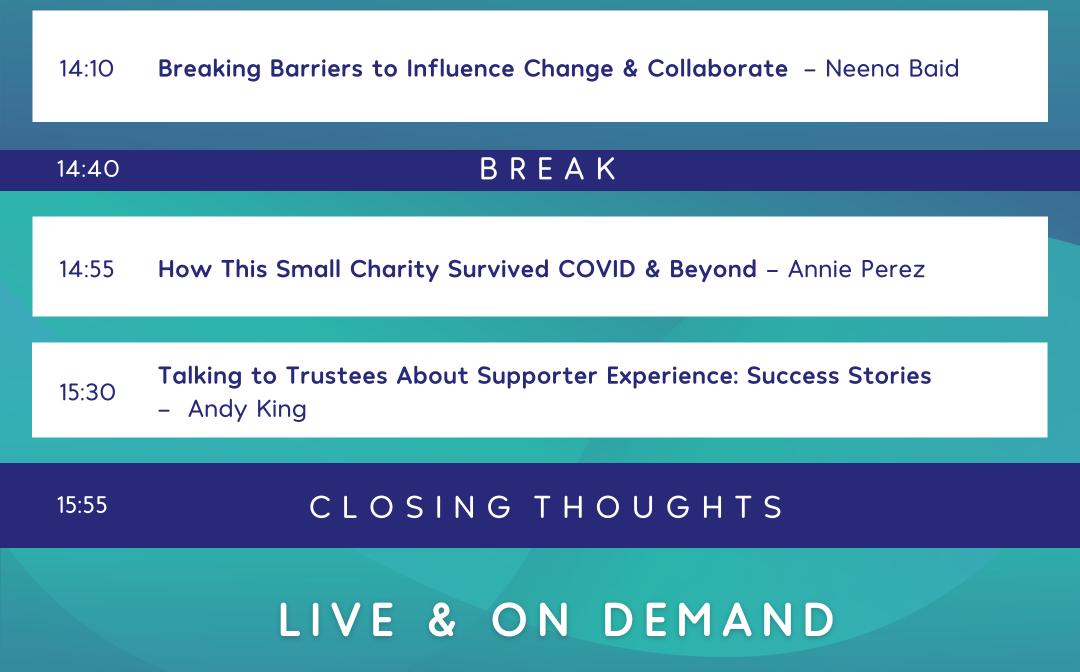
## ROOM 2: Creating Change

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#### 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



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### ROOM 3: Strategy

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#### WELCOME 12:00

12:10	Supporter Needs vs Organisation Structure: What We Learned About
	<b>Designing Supporter Journeys</b> – 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
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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
	LIVE & ON DEMAND