

# 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?

12:45      Setting up for Supporter Experience Success  
              – Signal

13:15      B R E A K

13:30      Who 'Owns' Your Supporter? Breaking Down Silos For Supporter Experience

14:05      Richer Supporter Communications Whatever Your Budget  
              – Claire Donner, More Onion

14:35      B R E A K

14:50      To be announced

15:25      Human vs AI: What's In Store For The Future Of Supporter Experience?  
              – Craig Linton

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 Connecting Community And Cause: Bridging The Gap Between Service Users And Donors

12:45 RNLI's First Supporter Survey: What We Learned

13:15 B R E A K

13:30 What Can We Learn About Data And Customer Journeys From Apteco's Partner Of The Year? – Euler. Paresh Patel

14:05 Building A Customer Experience Team – What We've Learnt From Our Research At Pancreatic Cancer UK

14:35 B R E A K

14:50 Equity In Supporter Journeys – Lucy Caldicott and Jaz Nannar

15:25 Your Customer Voice And Racial Equality  
– 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