

Supporter Experience Conference



May 22nd 2025
12 – 4pm BST

Online 



ROOM 1: Foundation

WELCOME 12:00

12:10 **What Is Gratitude And Why Is It Crucial For Supporter Experience?**
– Andy King, Gemma Rawlins & Sarah Washington

12:45 **Setting up for Supporter Experience Success**
– Emily Sturdy, Mistie Roskelly, Mark Collins & Lance Lee

13:15 **BREAK**

13:30 **Who 'Owns' Your Supporter? Breaking Down Silos For Supporter Experience** – Max Newton and Lindsay Tilston-Jones

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

14:35 **BREAK**

14:50 **Scope's digital-first supporter experience programme**
– Josh Leigh and Ashley Hickman

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

15:55 **CLOSING THOUGHTS**

LIVE & ON DEMAND

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ROOM 2: Inspiration

WELCOME 12:00

12:10 **Following the Audience, Not the Target: RNIB's journey to Supporter Engagement**– Dominka Cechova & Brette Alsop

12:45 **Supporter Experience Benchmarking: The Results**
– Paul Seabrook and Steven Dodds, Beautiful Insights

13:15 **BREAK**

13:30 **Beyond the Map: Successes and Setbacks in Supporter Experience data and insights** – Euler. Paresh Patel & Gary Kenealy

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

14:35 **BREAK**

14:50 **The Importance Of Equity In The Supporter Experience**
– Lucy Caldicott and Jaz Nannar

15:25 **Building trust within the Black community**
– Keith Morgan, Prostate Cancer UK

15:55 **CLOSING THOUGHTS**

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