

Supporter Experience Conference

May 21st 2026
12 – 4pm BST

Online 



ROOM 1:

WELCOME 12:00

12:10 **Closing the Supporter Engagement Gap: An Opportunity For 2026**
– Lou Barton, Manifesto

12:45 **How To Gather The Stories You Need For Impactful Stewardship**
– Lisa Clavering, Fireside Fundraising

13:15 **BREAK**

13:30 **Data & IT Infrastructure To Support Supporter Experience**
– Dan Ianson, Scope

14:05 **Proving The Value of Supporter Experience**
– Andrew Sargent, Head of Analysis, Sequoia Insights

14:35 **BREAK**

14:50 **Removing The Humans From SX – Pros And Cons Of AI**
– Paramjot Singh, co-chair Digital Forum at Charities Institute Ireland

15:25 **Creating Value In Between Your Appeals**
– Claire Donner, More Onion

15:55 **CLOSING THOUGHTS**

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ROOM 2:

WELCOME 12:00

12:10 **The Stewardship First Aid Kit: How to Turn Leads into Lifelong Supporters (Without the Burnout) – David Boorman, SocialSync**

12:45 **Building The Case For SX – An Audience Research Strategy Linked To A 10 Year Org Strategy – Mark Emery (PCUK) and Laura Moore (Humankind research)**

13:15 **BREAK**

13:30 **More Than A Thank You: Creating Thankathons That Spark Long-Term Loyalty – Debra Chand, The Leprosy Mission and Kay Harrison, About Loyalty**

14:05 **One Customer, Many Teams: How Teams Across Anthony Nolan Are Creating A Cross-Organisation Approach To Customer Experience – Rebecca Whitwick, Donna Walker and Ivonne Rueda**

14:35 **BREAK**

14:50 **Closing the Tech and Data Gap to Maximise your Supporter Experience – Lou Barton, Manifesto & Chloe Stokes, Global Director of Data, Tech and Insight at Animals Asia**

15:25 **Beyond the Ask: Building High-Trust Relationships in Philanthropy and Trust Fundraising – Kevin Mounce at Starlight (chair), Jenny West British Red Cross**

15:55 **CLOSING THOUGHTS**

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ROOM 3:

WELCOME 12:00

12:10 **Demonstrating Impact to Build Relationships with your Supporters**
– Tranai Todd, CEO of Support through Sport

12:45 **Getting it right for different audiences: a practical guide to inclusion in fundraising**
– Amy Butterworth, Accessibility consultant and Matt Radford, Vulnerability Managers

13:15 **BREAK**

13:30 **Leading Customer Centric Change: Lessons from National Express and Beyond** – Vinay Parmar, National Express

14:05 **On The Blower – Retaining Your Supporters Through Calls**
– Helen Alderson, CEO at SocialAF

14:35 **BREAK**

14:50 **Building A Supporter Experience Manifesto And Team Behaviours**
– Harry Ellison, Prostate Cancer Research and Craig Linton

15:25 **Essential Supporter Experience Skills For All Fundraisers**
– Leigh Sandison, Managing Director at Real Path

15:55 **CLOSING THOUGHTS**

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