

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?

12:45 Setting up for Supporter Experience Success
– Signal

13:15 BREAK

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 BREAK

14:50 To be announced

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

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

13:15 BREAK

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

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

14:35 BREAK

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 CLOSING THOUGHTS

LIVE & ON DEMAND