apra | Canada

25 *in* '26

The Next Generation

Future Research Skills

ChartityCAN, Sereniti Analytics and Blackbaud

Panel Lineup



Matthew Charters
CEO



Sounithtra Vongsaphay
Founder & CEO



Preston Aitken
Director, Canadian Sales

Panel Questions

What skills will distinguish the most effective prospect researchers in the years ahead?

What part of prospect research will remain fundamentally human, regardless of how sophisticated technology becomes?



Audience Questions

Thank you

apra Canada

CharityCAN

Sereniti ANALYTICS

blackbaud®