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AI analysis

## How Make-A-Wish Delivered a Personal Experience with CrowdComms

**Lauren Johnson**

Wishgranting Project Manager at Make-A-Wish Foundation

**Matt Coyne**

Host & Content at Waves Connects

**Rory Brokenshire-Trow**

Business Development Manager at CrowdComms

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## Summary

The session focuses on the collaborative efforts between Make-A-Wish Foundation and CrowdComms to deliver personalised experiences for critically ill children and their families. Lauren Johnson, the Wishgranting Project Manager at Make-A-Wish Foundation, describes the foundation's mission to grant wishes based on children's imaginations, ranging from trips to Disneyland to London theatre experiences. The collaboration with CrowdComms, represented by Rory Brokenshire-Trow, arose from Make-A-Wish's need for a more adaptable and flexible event management tool than their previous app provider could offer. Rory explains CrowdComms' role in fulfilling the technological needs of Make-A-Wish, highlighting their commitment to understanding and delivering solutions that match the foundation's purpose and mission. Key to the partnership's success was the immediate trust and open communication established between the two organisations, enabling them to address complex requirements and challenges effectively.

Lauren elaborates on the specific needs Make-A-Wish had for their app, which included detailed agendas, live information updates, and accessibility features for families with medical and sensory needs. CrowdComms' ability to adapt quickly and provide solutions, such as live maps, attendee scanning, and flexible check-in options, was crucial to the success of the events. Rory notes the importance of listening to and understanding the client's key requirements, allowing CrowdComms to support Make-A-Wish's unique audience and ensure a seamless experience. Despite challenges, such as delays caused by Apple's app release process and the need for custom development, the collaboration resulted in a functional and impactful tool that enhanced the overall experience for the families involved.

The session also touches on the impact of the collaboration on the families' experiences, with Lauren sharing anecdotes of children and families bonding and creating lasting memories during the events. She emphasises the importance of creating a carefree environment where families do not have to worry about logistics, thanks to the comprehensive and user-friendly app provided by CrowdComms. Rory praises Make-A-Wish's well-defined vision and clear communication, which made the development process smoother and more efficient. Both Lauren and Rory highlight the significance of honest and open communication in building successful partnerships, ensuring that both parties can address any issues that arise and work towards a common goal.





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The discussion includes recommendations for event planners and organisers looking to build similar partnerships. Lauren advises sussing out potential suppliers' ability to manage key pain points early in the conversation, while Rory stresses the importance of having clear, crucial elements in the event brief to measure success. He suggests starting with four or five key points and addressing additional elements as they arise. The collaborative approach between Make-A-Wish and CrowdComms serves as a model for how organisations can work together to deliver impactful and personalised experiences for their audiences.

Looking to the future, Lauren and Rory discuss plans to expand the use of the app across more group wishes, creating a portal where families can access their specific wish experiences. This expansion aims to streamline the process further and ensure that each family's experience is tailored to their needs. Rory expresses excitement about the challenge and emphasises the importance of keeping the technology simple and user-friendly to avoid overwhelming the families. The session concludes with a reminder of the emotional and marketing impact of these personalised experiences, highlighting the success of the collaboration and the potential for future innovations.

Overall, the session provides valuable insights into the collaborative process between Make-A-Wish Foundation and CrowdComms, demonstrating the importance of trust, communication, and adaptability in delivering personalised experiences. By addressing complex needs and challenges with honesty and openness, the partnership has created a successful model for other organisations to follow. The detailed discussion of the app's features, impact on families, and future plans offers a comprehensive understanding of how technology can enhance the mission of granting wishes to critically ill children.

# Takeaways

## Importance of trust and communication in partnerships

The success of the collaboration between Make-A-Wish Foundation and CrowdComms was significantly influenced by the immediate trust and open communication established between the two organisations. This foundation allowed them to address complex requirements and challenges effectively, ensuring a seamless experience for the families involved. Event planners and organisers should prioritise building trust and maintaining clear communication with their partners to achieve successful outcomes.

## Need for clear and well-defined event briefs

Both Lauren and Rory emphasise the importance of having clear, crucial elements in the event brief to measure success. Starting with four or five key points and addressing additional elements as they arise can streamline the planning process and focus efforts on the most critical aspects of the event. This approach helps avoid overwhelming participants with unnecessary information and ensures that the primary goals are met effectively.

## Flexibility and adaptability in technology solutions

The collaboration between Make-A-Wish Foundation and CrowdComms highlighted the need for flexible and adaptable technology solutions to cater to the unique needs of their audience. CrowdComms' ability to provide live information updates, attendee scanning, and accessibility features was crucial to the success of the events. Event planners should seek technology partners who can offer adaptable solutions and maintain open lines of communication to address any challenges that arise.



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