

The Future Of Loyalty Workshop

28th March 2019 – Intercontinental Hotel Dublin



Themes: Personalisation, Emotional Engagement, Data, and Future Trends



A not to be missed session for those connected with active loyalty programs or considering one in the near future

AGENDA

1.00pm: Refreshments & Registration

1.30pm: Welcome Address – Session Chair Andrea Burchett



Andrea Burchett – Group head IAG Connect

Andrea has provided executive leadership in the airline, e-commerce, and loyalty sectors for the past 24 years in complex, uncertain, high paced, multi-stakeholder environments. Having recently been a chief architect and an executive leader of both the launch of air and the merger of the BA, Iberia, and Airmiles loyalty programs resulting in the creation of a new global brand (Avios).

1.45pm: Key Note Presentation-

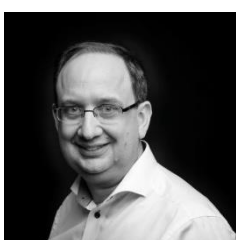
The importance of personalisation in driving customer engagement and how Visa's capabilities improve the overall customer experience



Speaker: Dan Truscott, Head of Business Development, Customer Engagement and Data Analytics, Europe Visa

A track record of outstanding results within retail, loyalty and payments markets, maximising ROI and driving incremental value. A specialist in leveraging data & CRM capability to deliver winning customer focused solutions. -

2.30 pm: Emotional Engagement



Speaker: Mike Brinn, Group Loyalty Director Pure Loyalty

As MD for TLC Marketing in Ireland, as well as Global Loyalty Director - Mike is the driving force behind developing a dynamic loyalty platform on which customers and companies can share, communicate and continuously thrive.

3.00pm: Coffee Break

3.15pm: Increased Engagement from better use of data

- Understand how to use artificial intelligence to deliver a fantastic experience
- Unlock the real business value in your customer data
- Tips on how to get started.

Speaker to be
announced soon

3.45pm Future Trends in Loyalty

- New Partnership Models for Loyalty Programmes
- Innovations and trends shaping the future of customer loyalty



Charles (Chuck) Ehredt, CEO, Currency Alliance

Chuck has over 30 years' experience years driving brand and service positioning across multiple industries going through transformation allows him to bring a wealth of insight and perspective to the loyalty industry. Chuck is a serial entrepreneur and business angel investor - who has now turned his attention to helping loyalty programs deliver greater value and more freedoms to members via technology that allows brands to easily collaborate.

4.15: Panel Q&A

4.30 Close