The Future OF Loyalty Workshop

28th March 2019 – Intercontinental Hotel Dublin

IRISH LOYALTY AWARDS

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

VISA

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 To Be Announced

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 in loyalty.

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

3.15.pm: GDPR - biggest opportunity or threat to loyalty?

- Why should we all care about GDPR?
- Why does it impact loyalty?
- What has the impact been one year on?
- Predictions for the future

Speaker: Iain Pringle Managing Consultant, New World Loyalty

Senior business leader and marketing strategist with extensive experience of all aspects of loyalty programme development gained from working with key brands including, Virgin Atlantic, Avios, British Airways and Shell.

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