

PRESS RELEASE

IRISH LOYALTY AWARDS 2020 – Sponsored by Visa

CALL FOR ENTRIES

The search for Ireland’s 2020 rising stars in loyalty begins as the ‘Call for Entries’ for the Irish Loyalty Awards 2020 is launched with a closing deadline of 17 December 2019.

Following the highly successful awards programme launched in 2019, organisers are expecting to see a high number of entries and a packed-out event at the black-tie awards ceremony on 12 March 2020 at the Intercontinental Hotel, Dublin. “Irish businesses are now under constant pressure to meet customer expectations with exceptional experiences. The awards recognise the brands that have developed beyond the complex rewards systems and have continued evolving their loyalty programs, strategies and technologies to offer tangible value which is something truly unique to customers” explained organisers Marian Kelly & Eileen McGuinness.

The Awards lead Sponsor for the second-year running is Visa, the leading global payments technology company. Visa is helping to transform the loyalty landscape in Ireland with its Card Linked Offers platform which is now available to anybody with a Visa debit card issued by an Irish bank.

Commenting at the launch, Philip Konopik, Ireland Country Manager, Visa, said “We’re delighted to be back for the second year of the Irish Loyalty Awards to showcase best practice and celebrate the commercial success that businesses have achieved with their innovative programmes. In an increasingly competitive business environment, loyalty is key for any organisation’s long-term success, with all companies challenged to retain, grow and expand their customer base.”

The Irish Loyalty awards are delighted to welcome back Win I Win as a frontline Sponsor and category sponsors AXA Insurance, ADC Plasticard and the The Sunday Business Post. New to the Sponsors line up are SEE Airtricity and Sweete as 2020 Frontline Sponsors together with SuperValu and Brandfire as Category Sponsors. The awards are also excited to welcome The Wise Marketeer as media Sponsor, which will bring a global voice of Customer Loyalty to the awards programmes providing our loyalty community with news, insights, research and education on everything related to data-driven customer marketing around the world.

The Irish Loyalty Awards 2020 sees the introduction of some exciting new categories designed to reflect the loyalty shift and business models currently in practice in today’s Irish marketplace. ILA judges are hoping to see entries from companies that have embraced these shifts combined with the creativity and ingenuity of loyalty teams to move the dial for their businesses in the way customers are thanked, rewarded and communicated with. After an arduous and comprehensive judging process, 2020 Finalists will be announced on the 14th January 2020

Organisers are particularly excited about the local community loyalty programme of the year which is a new category for 2020. Small businesses are the backbone of this country, bringing together communities and creating jobs, and we are delighted that 2020 will reward & recognise the efforts of groups who are building loyalty at a community level.

The Awards will recognise brands and organisations across all sectors that are building lasting and profitable relationships with their customers through loyalty. Entries to the Irish Loyalty Awards 2020 are now open to all businesses in the Island of Ireland that have loyalty at the heart of its business. Irrespective of size or profile, entries are welcomed from all companies, brands, agencies and loyalty technology providers. More information and application forms can be found on www.irishloyaltyawards.ie

The deadline for entries is 17.00 on Monday 17 December 2019

The winners will be announced at a black-tie Awards Ceremony and Dinner on Thursday 12th March 2020 at the Intercontinental Hotel, Dublin

For more information, or for details on how to submit an awards entry, visit www.irishloyaltyawards.ie

END:

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About Visa

Visa is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device. As the world moves from analogue to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit (<https://www.visa.ie/>), the Visa Vision blog (vision.visaeurope.com), and [@Visalreland](https://twitter.com/Visalreland).

About Irish Loyalty Awards

The Irish Loyalty Awards provide a recognition and networking platform to bring together the loyalty industry key players in Ireland. The objective of the awards is to be the premier platform for awarding excellence and achievement in loyalty for Irish companies. The awards recognise brands that are building lasting and profitable relationships with customers within Ireland and abroad across every sector. The Irish loyalty awards targets the loyalty industry across all sectors, providing our entrants with a prestigious opportunity in the loyalty field to raise their profile and be recognized as a leader and innovator in their sector.