

IRISH LOYALTY SUMMIT 2020

12th March, InterContinental Hotel, Dublin

Remaster Renew & Reimagine
Customer Loyalty & it's impact on your business

AGENDA

08.30am: Registration

09.00am Welcome Address from the Irish Loyalty Awards

09.10 Chairman Address –



Crispin Rogers
Founder & CEO – For Good Causes Ltd

10.10 Bond Brand Loyalty will take the Loyalty Summit 2020 attendees through key findings from The Loyalty Report and discuss key opportunities to improve the program experience.

Based in Canada, Bond is a global customer experience marketing, management and measurement company that specializes in building brand loyalty for the world's most influential and valuable brands

The annual Loyalty Report, conducted in partnership with Visa, is recognized as one of the longest-standing and largest global studies of customer engagement, loyalty attitudes, behaviours, drivers, and disruption. The global report features an unprecedented assessment of more than 900 loyalty programs in 20+ markets by more than 55,000 consumers across a range of key sectors including payments, retail, grocery, gas, dining, hotel, airline, entertainment, CPG, and coalition.



Kyle West
Managing Director, Global Insights, Bond Brand Loyalty

Kyle West helps brands understand the changing landscape of loyalty and customer engagement, delivering actionable insights and thought-leadership that support the marketing strategies of clients and partners in multiple geographies around the globe.

11.00am Lessons in Building Loyalty from Retailers

Key learning from the largest Retail loyalty programme in Ireland SuperValu, Real Rewards



Margaret O'Donoghue

Loyalty Programme Manager SuperValu

Margaret is the Programme Manager for SuperValu Real Rewards. For the past seven years, Margaret has managed Real Rewards, overseeing a transformation and a complete relaunch as Ireland's first coalition programme - partnering with leading brands across key sectors.

Real Rewards is constantly pushing ahead on App technology, CX design, digital marketing, retailer and call centre insights to drive programme engagement.

Margaret has big ambitions for 2020 and can see first-hand the value of Loyalty in driving SuperValu's performance in a highly competitive Irish grocery market, where little divides the top three grocery retailers in the country.

11.45am: Coffee Break

12.00pm: Loyalty Liability Management

Effectively managing loyalty program liability in currency-based or deferred reward loyalty models. Review of the key financial considerations in planning and managing a customer loyalty program.



Ken Cregan

Head of Customer Experience at EY

Over 15 years' experience as a business and IT consultant within Financial Services, telecommunications and manufacturing. Specific expertise in the area customer experience transformation.

Has designed and lead some of the most innovative and challenging transformation programmes within the Retail Banking sector.

12.45pm: Lunch

1.45pm: Formal Qualification in Loyalty Management

Launch of the Pan European Certified Loyalty Marketing Professional™ (CLMP) workshop

02.00 pm: Case Study Sky VIP Programme

Why the SKY VIP programme won New Loyalty Launch of the year and what has happened since?



Orlaith Ryan

Customer Director Sky Ireland

Orlaith Ryan is the Customer Director for Sky Ireland, with responsibility for the growth and retention of the customer base, including the sales and base management of Sky Sports, Sports Extra, Sky Cinema, Boxsets and Ultimate on Demand. Sky VIP is a key programme within the Customer plan for Sky Ireland and seeks to reward existing customers for their tenure with Sky.

Orlaith joined Sky Ireland in 2016, having spent over 15 years working across the telecoms, utilities and financial services sectors, including Vodafone and Aviva. During

02.40pm: The Six Competencies of Loyalty Marketing

What does it take to be exceptional in the discipline of loyalty marketing? What skills are most important and why? Do you have the required competence?

In this session we'll explore the 6 foundational elements that drive loyalty competence and provide a framework developed by the Loyalty Academy for self- evaluation.

Mike Capizzi, CLMP, Dean of the Loyalty Academy



Mike is the Dean of the Loyalty Academy, a Wise Marketer Group company, and the founding partner in Marketing Strategists, a US-based, loyalty consulting firm. His body of work reflects a global practice with over 200 clients served and he has designed, launched, operated, analysed or shut down over 80 individual loyalty marketing programs across all vertical markets.

A 45+ year veteran of the Marketing Services industry with deep knowledge of the Loyalty Marketing space, Mike is a globally recognized speaker and author in the loyalty arena and is a Certified Loyalty Marketing Professional™ (CLMP). He has taught loyalty and marketing courses to more than 1,000 professionals and students at five US universities and among practitioners in fifteen different countries.

03.15 Expert Panel Discussion

When the going gets tough ...the importance of loyalty

Question & Answers

2020 Panel



Philip Konopik
Ireland Country Manager
Visa



James Lenehan
CEO
WIN I WIN'



Christopher Matthews
CVM & Rewards Lead
SSE Airtricity



Kathy Peyton
Founder and
Director
Sweete Ltd



Nuala Canning
MD
Brandfire

03.45 Chairperson Closing Remarks