

IRISH LOYALTY SUMMIT 2021

17th June, 2021 Kilkea Castle

Remaster Renew & Reimagine
Customer Loyalty & its impact on your business

AGENDA

08.30am: Registration

09.00am Welcome Address from the Irish Loyalty Awards

09.10am Chairman Address



Crispin Rogers
Founder & CEO – For Good Causes Ltd

Crispin is the CEO and Founding Director of For Good Causes Ltd, which is empowering generosity by enabling brands to tap into the engagement their customers have with the charities they care about most. Their platform enables consumers to donate their loyalty rewards and other untapped sources of funds to the charity of their choice and provides digital donation capabilities to charities.

Crispin has extensive experience in the Global Loyalty and Payments industry, managing data-based marketing programmes across 30 markets around the world and providing specialist loyalty consultancy to start ups, scale ups and blue chips alike.

09.20 Winning the Loyalty Programme of Year – Permanent TSB



Jeff Harbourne
Head of Savings and Personal banking Permanent TSB

Jeff has 20 years Banking, Finance & Treasury experience with a particular focus on value creation and efficiency optimisation. He currently leads the strategic development and management of Personal Banking portfolio including savings products and payments products to achieve customer and commercial outcomes and is responsible for driving Personal Banking commercial strategy and performance for Permanent TSB

09.35 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 Canada

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.

10.30am 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.

11.15am: Coffee Break

11.30 The Rise in Purpose as a consideration and requirement in Loyalty Programmes

Chairperson Crispin Rogers

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 and 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

Meeting the demand for training and professional growth among data-driven, customer-centric marketers around the world, the Loyalty Academy has conducted seminars and/or full certification workshops in 5 countries to date – Australia, New Zealand, Canada, Brazil and the US. Ireland marks the first time the educational offerings of the Loyalty Academy have been brought to the Euro Zone.

The CLMP workshop has helped ground hundreds of marketers in the concepts, best practices, and tools needed to successfully compete in the growing Customer Engagement and Loyalty industry. The Dublin workshop will also be led by Capizzi in September 2020, a long-time activist for the European Loyalty marketplace. Mike will provide an overview of the CLMP workshop and what you can expect to learn over the two days.

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,

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|WIN'

Christopher Matthews
CVM & Rewards Lead
SSE Airtricity

Kathy Peyton
Founder and
Director
Sweete Ltd

Nuala Canning
MD
Brandfire

John Hurley
Global Brand CX
Director at Digital
Marketing Institute

04.00 Chairperson Closing Remark