

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 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.