

Loyalty 2018: Agenda

Monday 5 February, 12:00 - 17:15

Impact & insight giveaway

(For airlines, hotels, car rentals and all other FFP's)

Hear from sponsors at an exclusive afternoon dedicated to the sharing of case studies and interactive panel discussions, looking at what has had the most impact on loyalty programs.

Every delegate will leave with a brochure with Tops Tips, best practices and practical application of thought leadership solutions for today's loyalty problems.

Day 1 - Monday 5 February 2018

12:00 Welcome lunch, networking & registration

12:55 Welcome address from the chair

[Ravindra Bhagwanani, Managing Director, Global Flight](#)

13:00 Fostering customer loyalty from traveller data

- Loyalty at the forefront of the digital transformation
- How to achieve an intelligent programme network
- The emojiification of loyalty

[Dominic Matthews, Global Head, Amadeus Loyalty, Amadeus](#)

[Jim Barlow, Vice President Consulting, Amadeus](#)

13:45 Why are next gen loyalty programs built on contactless technology and cloud?

- Leverage mobile and secure contactless technologies to increase customer engagement
- Collaborate with new partners beyond banks, hotels and car rental companies in a simple way
- Gain deeper customer insights and determine market trends

FFP and loyalty program owners/experts, and solution providers should attend this session to discover how contactless technology, in combination with cloud services, can help improve operational models, broaden revenue streams and increase customer loyalty with diverse offerings such as engaging services or personalized marketing campaigns.

[Olivier Cottreau, Vice President Sales, NXP Semiconductors](#)

14:30 Driving engagement throughout the customer journey

- Control through customised business rules
- Greater revenue through dynamic personalised offers
- Extend your product mix for value-based redemption

[Bryan Porter, Vice President of Consulting, OpenJaw Technologies](#)

15:10 Afternoon tea & networking

Kindly sponsored by Comarch

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15:30 Is customer loyalty still necessary for loyalty programmes?

- Status vs Rewards : what does the customer want?
- Short-term vs. Long-term benefits: what drives loyalty?
- Find the optimal trade-off between loyalty and multi-partner management

Loyalty program managers, experts and strategists will learn what drives loyalty, and if this is needed for each FFP

[George Baust, Managing Consultant, Lufthansa Consulting](#)

16:00 Increasing revenue and member engagement through digitalisation in loyalty programmes

- Learn how your organisation can use location-based services to drive loyalty, a seamless travel experience and additional revenues
- Case-studies of successful implementation will be explored to see what lessons we can derive for your programmes

Loyalty and Ancillary Managers, Marketing Communication Managers, Loyalty IT Management attendees will learn how to:

- Individualize member/customer communication and make it more relevant
- Enhance the value of your loyalty program through increased member engagement and revenue
- Reduce time-to-market when introducing new loyalty program features

[Steve Arsenault, Airline Consulting Practice Lead, Kobie Marketing](#)

[Jan Ratziaff, Manager Sales and Business Development, Loyalty Partner Solutions](#)

[Klaus Kohler, Head of Sales and Business Development, Loyalty Partner Solutions](#)

16:30 Get the most return out of your loyalty system with a proper integration

- Addressing the most critical Loyalty pain points
- What does victory look like? Measuring key success factors
- Loyalty is the heartbeat, view it in the body of your environment
- Sales and service is not a linear process through the passenger journey

[Troy Curtis, Global Loyalty Services Offering Leader, DXC Technology](#)

17:00

Driving loyalty through the traveler experience

Disruption is unavoidable but do your customers feel like you have their backs when things don't go as expected?

The way your organization manages travel disruption can drive further loyalty to your brand or detract from everything you work so hard to establish. Win your frequent travelers' hearts through the experience you provide when things go awry.

Learn how you can measure the traveler's experience to analyze your performance and create new value in your loyalty program. Turn the inevitable disruption into a shining example of your brand.

In this session, you will:

- Get a vision for what a disruption strategy can do for your traveler's experience
- Understand the possibilities of customer experience data with real-world examples
- Identify the data you and your partners have that can help change how you deliver a cohesive experience
- Get an idea of where to start with experience-driven loyalty

[Robyn Grassanovits, Vice President, Product, FlightGlobal](#)

17:30

1-2-1 meetings

This is your opportunity to meet existing and potential partners as well as key vendors in order to make the best solution choices and investment decisions for your organization.

19:00

Welcome drinks - meet and greet

Come and join us in the exhibition area for relaxed networking opportunity with drinks

20:00

End of Day 1

Day 2 - Tuesday 6 February 2018

08:00 Coffee & registration

09:00 Opening remarks from the Chair

[Ravindra Bhagwanani, Managing Director, Global Flight](#)

09:10 Opening Keynote: Using the entire toolbox to create loyalty in a challenging environment

- From millennials to competition: The challenges our industry is facing
- Using product, service and technology to attain and retain customers
- Loyalty; from transactional to an engaging customer experience

[Priyasiri Juathes, Vice President Product and Guest Experience, Thai Airways](#)

09:25 Striving towards success with a spin-off FFP

- Analyzing the elements of success for FFP spin-offs
- Investor vs. management control: Choosing the right spin-off partner
- Coordination with the interests of the parent airline
- A look at the do's and don't's of spin-offs

[Gabi Kool, CEO, PINS](#)

09:50 Panel discussion: Do life-long loyalty strategies still matter?

- Does long term loyalty still appeal to customers?
- Fighting off competitive short-term temptations
- Finding the right balance between loyalty and instant gratification
- The cost of lifetime statuses
- Cultural changes to anticipate with the new generations of members joining

Moderated by: [Graham Dunn, Editor, FlightGlobal](#)

[Nik Laming, General Manager Loyalty, Cebu Pacific](#)

[Wee-Kee Ng, Vice President - Loyalty & Partner Marketing, Shangri-La Hotels & Resorts](#)

[Kathleen Leong, Head of Commercial for Malaysia & Singapore, AirAsia BIG](#)

[Renata Rached de Oliveria, Head of Loyalty, Iberia](#)

10:35 Mid-Morning coffee & Networking

11:05 Where do loyalty programmes fit into a mobile payment landscape?

Overview of latest trends in mobile payments

Regional differences

Aligning loyalty programs and mobile payments

Opportunities and threats for loyalty programs

[Ulf Geismar, Director, Edgar, Dunn & Company](#)

11:30 Winning the heart of your customers (and then their wallet)

What is wrong with many loyalty programmes today?
Understanding the limitations of loyalty programmes to create loyalty
Transparency and honesty as core values
Winning (back) the unengaged mass

[Seth Miller, Journalist, Wandering Aramean](#)

11:55 How AI is changing the travel industry

Best practice overview of AI deployments in the travel industry
Benefits for companies and customers
Is AI the future way to create loyalty?

[Dr Andy Chun, Associate Professor and Former Chief Information Officer, City University of Hong Kong](#)

12:25 Lunch & networking in the exhibition area
Kindly sponsored by Kalogo Solutions



14:00 Workshops

Workshop 1 - hosted by LBS

Catch them where you can! Using location information to better interact with your customers.

- LBS – an inside perspective from travel and airline practitioners
- How to increase revenues and create a smooth travel experience
- Linking location based services to loyalty programs

[Klaus Kohler, Head of Sales and Business Development, Loyalty Partner Solutions](#)

[Christine Erth, Senior Pre-Sales Consultant Loyalty Solutions, Loyalty Partner Solutions](#)

Workshop 2 - hosted by OpenJaw

Increase member engagement by optimising your rewards mix, harnessing your members data, and utilising a retailing rules engine.

[Paul Byrne, SVP Development , OpenJaw Technologies](#)

15:00 Supplier of the Year 2018 Award: Dragons Den

Finalists present a 5 minute pitch followed by Q&A from members of the judging panel

Shortlisted companies:

1. **LoyLogic** - Loylogic developed an unprecedented feature, in which loyalty program members can redeem their points or miles in exchange for a cryptocurrency (Bitcoin) seamlessly through their program redemption platform and thus, for the first time in loyalty history, can use their program currency as a type of investment asset.
2. **Comarch** - Comarch Loyalty Management enriched by Comarch Social Mining gathers loyalty and social media data in a single database allowing to discover the most influential loyalty program members, manage brand reputation, and run competitor's analysis. All features are available from a single user interface; all to ensure that the conducted loyalty program is a genuine success.
3. **OpenJaw Technologies** - OpenJaw t-Social is the next generation social media customer service tool that integrates Artificial Intelligence using IBM Watson and the power of OpenJaw's t-Retail platform.

[Judges: David Feldman, Director, Loyalty & Reward Program Strategy, Catchit Loyalty](#)
[Andrew Kilkeary, Head of Loyalty, Finnair](#)
[Manish Dureja, Managing Director, Jet Privilege, Jet Airways](#)

15:30 Afternoon tea & networking in the exhibition area

16:00 Virtual reality: The future of travel

- What are the alternate realities and what do they mean for the travel industry?
- Moving from transactional to emotional loyalty
- Repositioning loyalty programs to a virtual world
- Vision 2030: A look at what the future holds

[Rashesh Jethi, Head of R&D Americas, Amadeus](#)

16:30 Case study: Flying Blue - Making programme changes work

- Review on the reasoning and procedure to change to a revenue basis
- Finding the balance between the needs of the stakeholders and the customers
- Controlling the communication in an online era
- Where will the loyalty journey go from here?

[Derrick Merkus, Program Director Flying Blue, Air France KLM](#)

17:00 Closing Remarks from the Chair

17:10 1-to-1 Meetings

This is your opportunity to meet existing and potential partners as well as key vendors in order to make the best solution choices and investment decisions for your organization.

19:00 Loyalty Awards 2018 Gala Dinner

Awards to be handed out on the night:

- Best Marketing Campaign
- Best Use Of Technology
- Best Loyalty Partnership
- Excellence In Management
- Best Supplier Initiative

Awards host: Graham Dunn, Editor, FlightGlobal

Judges:

[Ravindra Bhagwanani, Managing Director, Global Flight](#)

[Steven Greenway, CEO, reward-U / HK Express](#)

[Frédéric Kahane, VP Customer Loyalty, Air France KLM](#)

[Vicky Elliot, Group Director - Brand Loyalty, Jumeirah Group](#)

[Moderated by: Graham Dunn, Editor, FlightGlobal](#)

Day 3 - Wednesday 7 February 2018

08:30 Coffee & registration

09:00 Opening remarks from the Chair

[Graham Dunn, Editor, FlightGlobal](#)

09:10 Building loyalty through storytelling

- Creation of emotional loyalty through storytelling
- Finding the right story for your business
- Learning to listen to your customers
- Integrating social media to your communication strategy

[Dave Carroll, Musician](#)

10:00 Understanding social media in China

- How does social media in China work?
- The role of social media in segmented overall communication strategy
- Errors to avoid
- Ways of generating concrete sales through social media

[Yi Gao, Aviation Course Director, Department of Aviation, Swinburne University of Technology](#)

10:30 Mid-morning coffee & networking

11:00 Case study: Southwest Airlines - Extending the revenue-based logic to the redemption side

- Revenue-based programmes: Why to stop on the accrual side
- Redemption on any seat, any route. The basis of customer satisfaction.
- Is there a danger in making the redemption value of loyalty points fully transparent?
- Would we do it again?

[Corbitt Burns, Director, Rapid Rewards, Southwest Airlines](#)

11:30 Workshop: hosted by LoyLogic

- Build your Dream Reward Portal
- Find out yourself what you really need to fully engage your members
- Discover on your own what really works for your program
- Explore, pick and choose between innovative and proven engagements methods that work for you
- Build your program specific and customized Dream Reward Portal
- Participate in the workshop and have the chance to win 50,000 points in our Dream Basket draw

[Dominic Hofer, Founder & CEO, LoyLogic](#)

[Martin Smaerup, Sales Director Rewards Solutions, Loylogic](#)

[Poul Koza, Senior VP Global Sales, LoyLogic](#)

- 12:30 Lunch & networking in the exhibition area
- 13:45 Panel: loyalty awards winners
- Insights into case studies of Loyalty 2018 awards winners
 - Benefits for shareholders and members
 - Process of generating award-winning initiatives
- [Moderator: Ravindra Bhagwanani, Managing Director, Global Flight](#)
Loyalty Awards winners - TBA on site
- 14:30 Getting out of our bubble
- Expanding our horizons to new data sources and new channels in a customer-centric era
 - Building omnichannel loyalty
 - Loyalty functional in omnichannel marketing
- [Patricia Ray, Loyalty Marketing Director, Enterprise Holdings](#)
- 15:00 What does blockchain really mean for traditional loyalty programmes?
- The 101 of blockchain
 - Is blockchain an opportunity or threat for travel loyalty programmes?
 - Worldwide best practice examples of blockchain loyalty solutions
- [Douglas Carlucci, Partner, Oliver Wyman](#)
- 15:30 Afternoon tea & networking in the exhibition area
- 16:00 Creating loyalty with instant gratification
- The advantages of cash-back programs
 - Are frequent travellers more interested in cash-back or loyalty-affiliated products?
 - Pitching the right product to the right customer segment rather than creating internal cannibalization?
- [Rathian Srimongkol, President & Chief Executive Officer, Krungthai Card \(KTC\)](#)
- 16:20 Closing remarks from the chair
- 16:30 Close of conference

The organizers reserve the right to change the program, speakers or venue should circumstances require.