

Monday 25th to Wednesday 27th February 2013

Al Bustan Rotana Hotel, Dubai, UAE



Loyalty 2013

Organised by:



Flightglobal
AVIATION CONNECTED



Supported by:

AIRLINE BUSINESS

Developing innovative strategies
to overcome loyalty fatigue



Confirmed speakers include:

Chadi Abou Daher
Director of Customer
Services
Middle East Airlines

Jochen Schnadt
Commercial Director
Monarch Airlines

Ralph Piket
Loyalty Manager
LATAM

Stephen Wong
Director and General
Manager, Asia Miles Limited
Cathay Pacific Airways

Kaushal Satam
Head
JetPrivilege

Bünyamin Topçu
Manager, Product
Development - Loyalty
Marketing
Turkish Airlines
Miles&Smiles

Elena Naumchik
Head of Customer
Experience Department,
Russian Post

Ravindra Bhagwanani
Managing Director
Global Flight

Irem Tüzünalper
CEO, Maxicard

Flavio Jardim Vargas
Loyalty Program Director
Gol Airlines

Phil Seward
Director Guest Loyalty
Virgin America

David Cauty
Director, Loyalty and
Partnership Marketing
JetBlue Airways

Vicky Elliott
Head of Marketing
Global Hotel Alliance

Frank Astheimer
Director Travel Partnerships
Miles & More International

Cillin Perera
CEO/Founder
Language Direct

Key topics for 2013:

- ▶ What are airline leaders aims for loyalty programmes?
- ▶ How can you transition from loyalty to customer experience management?
- ▶ Lessons from the hospitality industry
- ▶ Loyalty concepts in emerging BRIC markets
- ▶ Low cost carriers and loyalty
- ▶ Creating a hero brand

Sponsors:

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Visit www.loyalty-conference.com to register today

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Loyalty 2013

Airline loyalty programmes are at a cross roads, with competition increasing from every direction.

Leaders need to find new ways ensure their relevancy to their customers, deliver cost-efficiency and get their loyalty message out in an increasingly noisy marketplace. Innovation is needed but where should loyalty leaders invest? What is the biggest opportunity for loyalty?

TECHNOLOGY

Should loyalty programmes embrace every new platform and social media system to ensure effective cross channel campaigns?



REDEMPTION

With low cost carriers changing the game do consumers have the patience to collect miles in the same way?

PARTNERS

Picking the right partnership development strategy is essential – but how can you identify commercially efficient and loyalty enhancing partnerships?

WHY ATTEND?

Don't miss out on:

- ▶ Finding new ways to re-energise your activities
- ▶ Discovering innovative methods to drive revenue and value for your customers
- ▶ Identifying strategies to leverage stronger engagement and differentiation
- ▶ Managing partnerships and targeting promotions to engage members with innovative redemption propositions
- ▶ Integrating more innovative products into your programme
- ▶ Improving penetration into retail and financial sectors
- ▶ Developing clear redemption and pricing strategies

REVAMPED

Loyalty 2013 awards:

- ▶ Nominations for the Loyalty 2013 awards will close on 14th December
- ▶ To be considered you need to submit a short summary of your innovative project via the conference website www.loyalty-conference.com
- ▶ Awards can be submitted under three categories
 - Best use of technology
 - Exceptional management of a loyalty programme
 - Social media or innovation in loyalty marketing
- ▶ Winners are invited to attend the conference as our guests and will present their case study on the final day of the conference

“So glad to have participated. It was a great event. Congrats and thank you!”

Sergio Mello, CEO, Satisfly

Visit www.loyalty-conference.com to register today

"The entire BalticMiles team attending found a lot of value in the speaking content and the networking opportunities."

Gabi Kool, CEO, BalticMiles

LOYALTY 2013 AGENDA

Developing innovative strategies to overcome loyalty fatigue

DAY ZERO: MONDAY 25TH FEBRUARY 2013

12:00 Registration and refreshments

13:00 Loyalty masterclass

Join Aimia's four hour masterclass to listen to the experts who are responsible for loyalty programs such as Aeroplan (Canada), Nectar (United Kingdom and Italy) and Air Miles (Middle East). At this year's masterclass, Aimia has selected three topics that are both relevant and current.

- Engaging partners – how do you use data to prove the value of your program to new and existing partners?
- Insights into Air Miles Middle East – What lessons and insights can be learned from running a coalition program across many different markets?
- Big Data for airlines – listen to how Aimia is helping airlines build business cases for investing in capabilities that will decipher data and generate actionable insights

Senior Representatives, **Aimia**

Sponsored by:  **AIMIA**
INSPIRING LOYALTY

15:00 Afternoon refreshments

15:30 Seminar and masterclass continue

17:00 Seminar and masterclass conclude

18:30 Drinks Reception

DAY ONE: TUESDAY 26TH FEBRUARY 2013

08:00 Registration and refreshments

09:00 Opening remarks from the Chair

Ravindra Bhagwanani, Managing Director, Global Flight

09:10 Opening keynote: Understanding airline leaders' goals for loyalty programmes

- Outlining the role of FFPs in wider sales strategies
 - Benchmarking the effectiveness of FFPs
 - Outlook on future developments in the FFP market
- Senior Representative, **Emirates Group**

09:30 PANEL DISCUSSION: Transitioning from loyalty to customer experience management (CEM)

- CEM as natural evolution of loyalty strategies: Finding rewards with higher probability of effectiveness
- How to ensure consistent delivery of personalised service in complex international businesses
- Can consistent CEM be delivered across partners?
- Exploring opportunities presented by new technology
- Best practice examples CEM – how can loyalty programmes act faster to please consumers?

Moderated by: **Graham Dunn**, Managing Editor, **Airline Business**

Chadi Abou Daher, Director of Customer Services, **Middle East Airlines**

Kaushal Satam, Head, **JetPrivilege**

Vicky Elliot, Head of Marketing, **Global Hotel Alliance**

10:15 Customer recognition as a means to drive loyalty

- Lessons from customer recognition in the hospitality industry
 - The relationship between loyalty programmes and customer recognition
 - Is status more important for loyalty than redemption?
 - Overcoming cultural challenges of serving customers from all over the world
 - Measurement of impact of customer recognition
- Senior Representative, **Rotana Hotels**

10:45 Morning refreshments 

11:15 Coalition programmes to change the loyalty landscape

- The global rise of coalition programmes
 - Advantages of coalition programmes
 - Coalition programmes as threat to stand-alone programmes?
 - Best practice examples of coalition programmes
- Irem Tüzünalper**, CEO, **Maxicard**

11:45 What will the loyal customer look like in the future?

- Profile of future loyalty customer
- Exploring impact of multi-channel interaction with customers
- Understanding loyalty drivers in the future
- Managing the internal cultural change process required

12:15 Lunch 

13:30 One-to-one meetings or attend one of two product workshops hosted by one of our partners.

- Product workshop 1 **COMARCH**
- Product workshop 2 

15:00 Afternoon refreshments

15:30 Loyalty: Think global act locally

- Developing a strategy to take a loyalty programme worldwide
 - Understanding the local drivers that must be looked at
 - Attracting a new generation of loyalty customers
- Senior Representative, **American Express**

16:00 Loyalty concepts in emerging BRIC markets

Each of the following four sessions will explore the latest trends in the region and showcase how loyalty is developing.

16:00 Case study 1: Brazil

- Creating loyal behaviour with a young population
 - How new lifestyles in Brazil are impacting loyalty strategies
- Flavio Jardim Vargas**, Loyalty Program Director, **Gol Airlines**

16:20 Case study 2: Understanding the expectations of Russian customers

- General review of the market
 - Successful cases
 - Reform of the customer service in state monopolies
- Elena Naumchik**, Head of Customer Experience Department, **Russian Post**

PANEL DISCUSSION

Visit www.loyalty-conference.com to register today

"Thank you very much for the event. It was very well organized and very enriching."

Flavio Vargas, Loyalty Program Director, Gol

16:40 Case study 3: India

- Managing a booming market who don't understand the value of loyalty programmes
 - Developing strategies that bridging huge social divides
 - Discount practices as threat to loyalty programmes
- Amita Sagar**, National CRM Manager, **Lakme Lever**

17:00 Case study 4: China

- Operating in a closed market
 - Managing local relationships
 - Addressing communication issues as international operator
- Stephen Wong**, Director and General Manager, Asia Miles Limited, **Cathay Pacific Airways**

17:20 Closing remarks from the chair and end of day one

19:00 Gala Dinner & Loyalty Awards 2013

Loyalty Awards judges:

James Hillier, Global Loyalty Proposition Manager, **British Airways**

Ravindra Bhagwanani, Managing Director, **Global Flight**

Sharada Iyer, Head of Loyalty, **Oman Air**



Tanya Gilbert, Loyalty Manager, **Eurostar**

10:20 LCC case study 2: Adding value through a destination redemption programme

- Finding ways to differentiate a loyalty programme as niche operator
 - Gaining long-term 'lifestyle' loyalty with personalised rewards
 - Creating a win-win situation by creating innovative redemption opportunities and supporting local communities
 - Exploiting new CRM and cross-selling opportunities
- Jochen Schnadt**, Commercial Director, **Monarch Airlines**

10:45 Morning refreshments

11:15 One-to-one meetings or attend one of two product workshops hosted by one of our partners.

- Product workshop 1 
- Product workshop 2 

12:45 Lunch



14:00 Presentation Loyalty Awards winner

14:20 Presentation Loyalty Awards winner

14:40 Presentation Loyalty Awards winner

15:00 Afternoon refreshments

15:30 Creating a hero brand

- How do you get your message to the customer in a very noisy marketplace?
 - Understanding how two brands can be merged to create a strong, independent 'hero' brand
 - Managing cultural and linguistic challenges during a merger process
 - Ensuring consistency of branding across merger process and across an alliance platform
- Ralph Piket**, Loyalty Manager, **LATAM**

16:00 Enhancing the value of co-branded credit cards

- Defining added values for co-branded credit cards
 - Monetising the mileage currency
 - Managing liability management risks
- Bünyamin Topçu**, Manager, Product Development - Loyalty Marketing, **Turkish Airlines Miles&Smiles**

16:30 Digitizing the loyalty business: Mobile strategy/social media

- Vision for mobile strategies and creating a new consumer engagement model
 - Engaging consumers at a lifestyle level
 - Managing quickly evolving technologies and customer expectations
 - Transforming the speed a campaign gets to market
 - Outlining the business case for investing in social media teams and new technology platforms
- David Canty**, Director, Loyalty and Partnership Marketing, **JetBlue Airways**

17.00 Close of conference/announcement of venue 2014

DAY TWO: WEDNESDAY 27TH FEBRUARY 2013

08:30 Registration and refreshments

09:00 Opening remarks from the Chair

09:10 How valuable are partnerships?

- Identifying the factors that lead to a win-win partnership
 - Finding the right partners in different markets
 - Reconsidering the value equation – how can your partners innovatively increase perceived value?
 - Debating effectiveness of exclusive vs. multilateral partnership strategies
 - Evolving the traditional partnership model
- Moderated by: **Shalini Seth**, Specialist Writer, **Gulf News**
Frank Astheimer, Director Travel Partnerships, **Miles & More International**
Cillin Perera, CEO/Founder, **Language Direct**

09:55 Low cost carrier (LCC) case study 1: Strategies for engaging infrequent flyers

- Breaking with traditional loyalty practices to engage with customers whose number one priority is price
 - Outlining the benefits of immediate rewards to the customer, loyalty department and airline
 - Using branding to support a loyalty strategy
 - Lessons from operating in fast growing, developing market
 - Does the LCC model work better for the impatient modern traveller?
- Phil Seward**, Director Guest Loyalty, **Virgin America**

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LOYALTY 2013 SPONSORSHIP OPPORTUNITIES:

Sponsoring or exhibiting at Loyalty 2013 provides organisations with an exceptional opportunity to position their brand in front of the world's senior loyalty executives.

There are a variety of packages available including:

- ▶ Sponsoring one of the conference awards
- ▶ Leading a product workshop
- ▶ Exhibiting in the refreshment area

Planning your time at Loyalty 2013:

SEMINARS

Join the free to attend pre-conference seminars

ONE-TO-ONE MEETINGS

Use our online tool to book meetings with fellow delegates

PRODUCT WORKSHOPS

Attend targeted workshops, each designed to overcome a key loyalty challenge

DRINKS RECEPTION AND GALA DINNER

Take advantage of multiple networking opportunities. Meet new, or catch up with existing, partners, peers and suppliers

LOYALTY 2013 AWARDS

Enter the awards for global recognition or simply benefit from hearing directly about the best loyalty practice in the world today

PLUS, A JAM PACKED CONFERENCE AGENDA

With exceptional presentations, panel discussions and case studies from inspirational loyalty leaders

'The Loyalty Conference 2012 is well organised, with a lot of key business stake holders and industry leaders joining and sharing. You can meet a lot of people in this domain and you will find it very useful to your business in loyalty'

Solution Director, **Oracle**

'Great event. Excellent content and a fantastic networking opportunity. Conference staff are helpful and great to work with'

Sales Advisor, **Loyalty Partner Solutions**

'Very interesting conference that I will recommend to my colleagues'

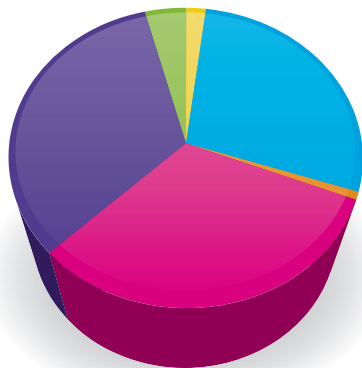
Product Manager, **Amadeus**

'Excellent workshops, agenda and networking opportunities' **SIXT**

If you would like more information on how sponsoring or exhibiting at Loyalty 2013 will deliver brand awareness, new contacts and sales, contact:

Edward MacNaughton, Sponsorship Manager, **Flightglobal**
Email edward.macnaughton@flightglobal.com or call
+44 (0) 208 652 3829

ATTENDEES BY REGION OVER THE PAST 3 YEARS



Africa	2%
Asia	28%
Australasia	1%
Europe	32%
North America	33%
South America	4%

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HOW TO REGISTER:

 **Online:** www.loyalty-conference.com

 **Email:** events.registration@rbi.co.uk

 **By phone:** +44 208 652 4610

Delegate Fees

STANDARD PRICE PER DELEGATE

Airlines and frequent flyer partners	\$549
Suppliers	\$1749

Supported by:



**MULTIPLE
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PARTNERS**

Please note all Airlines who send 2 or more delegates are entitled to the following discounts:

2 Delegates = **10% off the second Delegate**

3 Delegates = **all of the above + 20% off the 3rd Delegate**

4 Delegates onwards = **all of the above +30% discount off the 4th Delegate onwards**

Other events from Airline Business:

Technology and Innovation in Airline Distribution 2013

23rd and 24th April, London - www.flightglobalevents.com/airlinedistribution2013

Technology and Innovation in Airline Distribution 2013 seeks to identify the key decisions and challenges in distribution. Ensure you register today to debate key issues including the relationships between airlines and travel agents, changes to regulation, payments, big data, ancillary revenues, the corporate traveller, mobile and PSS and e-commerce. Book on or before 18th January 2013 and save up to £200. Quote promo code DISWEBPDF2

Airline merchandising, ancillary revenue and new commercial models

23rd and 24th January, London - www.flightglobalevents.com/revenue2013

Two-day conference tackling the key strategies behind revenue generation, retailing and merchandising for traditional, hybrid and low-cost carriers. Book now quoting promo code LOYWEBPDF2

Visit www.loyalty-conference.com to register today