

Loyalty 2013 Agenda

Developing innovative strategies to overcome loyalty fatigue

Day Zero: Monday 25th February 2013

12:00 Registration and refreshments

Attend either:

13:00 Aimia's Loyalty masterclass

Join Aimia's four hour masterclass to hear Aimia global experts speak about current developments in loyalty.

Listen to the experts who are responsible for 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? With an increasing focus on partner revenues, demonstrating tangible benefits is becoming more and more important
- Insights into Air Miles Middle East – Aimia runs, and partially owns, the Air Miles Middle East program. 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**

or

13.00 Master the challenges of revamping a loyalty programme

Participate in Global Flight's masterclass to learn about the critical points when redesigning your loyalty programme.

We will cover four sides of the versatility of loyalty programmes:

- Pre-conditions of successful loyalty programmes: Management support and financial set-up of the programme

- Programme attractiveness: Understanding how customers look at your programme - and decide whether it is worth participating in it
- Customer segmentation - "They are so different - how to attract and to retain all of them?" We will talk about mastering the challenge of addressing a global customer base
- Interaction: How to avoid "spam mailing" and to be on time - communication at the right time and at the right place

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

Margarita Onanova, Head of Project Management, **Global Flight**

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: Using an FFP to support wider airline development

- FFPs as sales & marketing tool: an old-fashioned perspective?
- Top management support for FFP unit
- Overcoming cultural and management issues as global carrier and the role of FFPs in developing new markets
- Local initiatives in key markets

Brian LaBelle, Senior Vice President, **Skywards at Emirates Airline**

09:45 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?

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

Kaushal Satam, Head, **JetPrivilege**

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

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

10.45 Morning refreshments



11:15 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

Dr Natasa Christodoulidou, Director, Hospitality Technology Research Institute (HTRI) and Associate Professor, California State University

11:45 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 Tüzüenalper, CEO, Maxicard

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](#) - hosted by
- [Product workshop 2](#) - hosted by



15:00 Afternoon refreshments 

15:30 Loyalty: Think global act local

- 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

Marc Allsop, Vice President/Head of Business Development EMEA , 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, **GoI 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**

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**

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

Frank Astheimer, Director Travel Partnerships, **Miles & More International**

Cillín Perera, CEO/Founder, **Language Direct**

Catharina Eklof, VP, Head of Global Merchant Development, **MasterCard**

Moderated by: **Shalini Seth**, Specialist Writer, **Gulf News**

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**

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 3](#) - hosted by
- [Product workshop 4](#) - hosted by



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

Jonathan Stephen, Head of Mobile Strategy, **JetBlue Airways**

17.00 Close of conference/announcement of venue 2014