



Advanced 30.11.22 | LONDON
CUSTOMER LOYALTY & RETENTION

WWW.CUSTOMERLOYALTYCONFERENCE.COM

A One-Day, Cross-Sector Conference & Networking Event, Central London, **30th November 2022**

Stand-Out From The Competition & Attract, Engage & Retain Deeply Loyal Customers With
New, Engaging, Data-Smart & Customer-Centric Loyalty, Retention & CRM Strategies

Group Discounts Available!
BOOK 4 FOR 3

Customer Loyalty & Retention · Data & Targeting · Automation & AI · Customer-Centric Journeys · Inspiring Personalisation · Customer Engagement · Measuring Tangible Results · Channels & Content · Future CRM Innovations

20 Brand Speakers, **1** Insight-Led Day

- 1 Build The Relevant Metrics For Tangible ROI & Proven Success:** Implement adaptable, advanced, and trend-driven loyalty programmes guaranteed to secure customer retention
- 2 Next-Level Data & Targeting For Top-Level Engagement:** Harness the power of data insights, analytics and targeting to drive tailored customer experiences
- 3 Power Insight-Driven & Customer-Centric Journeys:** Navigate changing customer insights and trends to craft seamless and transparent customer journeys to drive bottom line results
- 4 Sky-High Customer Engagement:** Increase customer collaboration, drive high-impact experiences and retain loyal customers
- 5 The Latest Automation & AI Advances:** Leverage new innovations within automation and AI to deliver authentic personalisation and improve conversion rates
- 6 Game-Changing Retention Strategies:** Guarantee sky-high retention rates by building relationships with your target consumers
- 7 Winning Personalisation Strategies Which Inspire:** Boost interactivity and increase conversion rates with pioneering, tailored and data-led personalisation strategies
- 8 Attention-Grabbing Content Across A Multi-Channel Mix:** Fuel increased brand interaction and engagement with fresh and innovative content across the right channels for you
- 9 Measure Tangible Results & Prove Real Value:** Deliver ROI and showcase success to senior leaders with new and improved measurement tools and metrics
- 10 Revolutionise & Future-Proof Your CRM Capabilities:** Benchmark with industry peers and forecast the key in 2023 and beyond

PLUS!

- **3 New Interactive Panels**
 - Retention Strategies
 - Personalisation
 - CRM Innovations
- **3 breakout discussions**
 - Subject Line Testing
 - AI & ML
 - Customer Segmentation

Brand New & Fresh Engagement Strategies For Marketers

Organised By: 

 Since 1849 Dave Robinson Head of Customer Engagement Development Boots UK	 Emma Headland Global Retention Specialist Vodafone	 David Walker Head of Lifetime Customer Value OVO Energy	 Tanvi Gupta Stephens Director, Customer Engagement Management Barclays	 Tash Whitmey Group Director of Loyalty, Membership & CRM Tesco
 Maria Aldridge Digital Marketing Lead-Fashion & Beauty Sainsbury's	 Nicola Travis Head of CRM Matalan	 Dominic James Executive Director, Global Customer Engagement MSD	 Grant Baillie Head of Customer Marketing Post Office Ltd	 Michele Lockwood Head of Performance Marketing & CRM New Look
 Tayo Ologbenla Digital Marketing Director Savills	 ACCOR · LIVE LIMITLESS Ruth Finnis Vice President of Loyalty & Partnerships Accor	 Tom Newbury Senior International CRM Manager Ticketmaster	 Dimitar Alexander Stoyanov MS Dynamics CRM Consultant HSBC	 Since 1849 Hollie McLellan Head of Customer Marketing & Loyalty Boots UK
 Erica Landonio Head of Marketing CRM Treatwell	 Dan Brookes CRM & Loyalty Manager Boots Opticians	 Gianfranco Cuzzoli Group CRM & Personalisation Head Natura & Co	 Kushla Gopal Loyalty Programme Director Coutts	 Victoria Page Head of DCDA & Business Energy Intelligence SSE Energy Solutions

08.30 Registration, Informal Networking & GIC Welcome ☕

09.00 Morning Co-Chairs' Opening Remarks

 Michele Lockwood
Head of Performance Marketing & CRM



CO-CHAIRS' REMARKS

 Tash Whitmey
Group Director of Loyalty, Membership & CRM



Tesco

 David Walker
Head of Lifetime Customer Value
OVO Energy



10.10 **Bonus Session; Reserved For Exclusive Conference Partner**

10.40 Morning Refreshment Break With Informal Networking ☕

 Dave Robinson
Head of Customer Engagement Development
Boots UK



CUSTOMER LOYALTY & RETENTION STRATEGIES

DOUBLE PERSPECTIVE

09.10 Develop Consumer Insight-Driven & Adaptable Loyalty Programmes Which Enhance Customer & Shopper Experiences & Drive Retention Rates

- 'Points for prizes' or 'surprise and delight' - construct an effective loyalty programme which suits customers' needs and recognises and rewards their loyalty
- How can loyalty drive customer engagement? Update functions and tune in to ever-changing customer expectations to ensure you retain your consumer base
- Feedback, feedback, feedback – determine exactly how customers want to be rewarded today to maintain their loyalty and ultimately boost customer lifetime value
- Loyalty and retention under the spotlight! Implement a successfully functioning customer loyalty programme and decipher exactly how to advertise and communicate this to your customer base

09.10 Nicola Travis
Head of CRM
Matalan



09.30 Erica Landonio
Head of Marketing CRM
Treatwell



DATA & TARGETING

09.50 Harness The Power Of Data Insights & Analytics To Inform & Develop An Engaging & Personalised Loyalty & Retention Strategy

- One size doesn't fit all! Cater to your target consumers effectively by segmenting consumer data to drive targeted and tailored experiences
- Action data insights to produce accurate segments and deliver winning tailored and data-driven content
- Maximising data and targeting to drive your CRM capabilities: how can you build trust with the customer when capturing data, and what are best practices for data ingestion?

GAME-CHANGING RETENTION STRATEGIES

PANEL

11.10 Guarantee Sky-High Retention Rates By Establishing & Developing Deeper Relationships With Your Consumers With The Latest Insights Set To Power Forward Your Strategies

Q&A

- Effectively capture and leverage data surrounding customer expectations to construct an increasingly personalised onboarding process certain to retain consumers
- More than just a one-off email! Maintain consistent communication across multiple channels to uphold customer relationships and boost retention rates
- Prioritise treating customers fairly by positioning this at the heart of your business model to retain attentive, loyal customers and avoid consumer attrition

 Emma Headland
Global Retention Specialist
Vodafone



 Dan Brookes
CRM & Loyalty Manager
Boots Opticians



CUSTOMER-CENTRIC JOURNEYS

11.40 Navigate Changing Customer Insights & Trends To Craft Seamless & Transparent Customer Journeys Which Guarantee Retention & Drive Bottom Line Results

- First purchases, replenishment and customer friction - map the journey of your customers and consider all touchpoints to holistically understand the whole customer journey of your consumers today
- Tune into consumer feedback and engage post-purchase to maximise consumer loyalty and retainment
- Explore the most effective tools and technologies out there which can help provide a comprehensive view of your customer journey and fuel customer-lifecycle improvements

CUSTOMER ENGAGEMENT

DOUBLE PERSPECTIVE

12.00 Stand Out From The Crowd & Build Genuine & Authentic Relationships With Your Customers To Achieve Sky-High Engagement Which Drives Forward Customer Loyalty & Retention

- The 360 experience! Customers are not just purchase points, so how can rich communications and meaningful engagement be maintained post-purchase for maximum effect?
- What new infrastructure, tools or technologies are coming to the forefront to help boost customer engagement?
- Elevate the importance of customer feedback! How can customers interact and leave feedback, and what format works best to capture these critical insights?

12.00 Gianfranco Cuzzio
Group CRM & Personalisation Head
Natura &Co



12.20 Tanvi Gupta Stephens
Director, Customer Engagement Management
Barclays



12.40 **Bonus Session; Reserved For Exclusive Conference Partner**

13.10 Lunch & Informal Networking For Speakers, Delegates & Partners

13.40 Informal Breakout Discussions

PEER-TO-PEER

a) AI & ML

b) Subject Line Testing

c) Customer Segmentation



14.10 **Afternoon Co-Chairs' Opening Remarks**

 Michele Lockwood
Head of Performance Marketing & CRM

New Look

 Tash Whitmey
Group Director of Loyalty, Membership & CRM

Tesco



CO-CHAIRS' REMARKS

INSPIRING PERSONALISATION

PANEL

14.20 **Advance Your Personalisation Strategies With Tailored, Customised & Data-Led Strategies Which Guarantee & Secure Sky-High Customer Engagement, Loyalty & Retention** Q&A

- The personalised sweet spot! How can you ensure that your value proposition is aligned with your personalisation strategies?
- Not just batch and blast! Go beyond a simple merge field by maximising machine learning to take your personalisation strategies to the next level
- Capture and leverage all available data to fuel data-driven and personalised email content to truly connect with your customers
- How can your CRM support personalisation, and what can you do to enhance the narrative and capabilities in this space?

 Kushla Gopal
Loyalty Programme Director
Coutts



 Tayo Ologbenla
Digital Marketing Director
Savills



 Dominic James
Executive Director, Global Customer Engagement
MSD



 Tom Newbury
Senior International CRM Manager
Ticketmaster



 Gianfranco Cuzzoli
Group CRM & Personalisation Head
Natura & Co



 Victoria Page
Head of DCDA & Business Energy Intelligence

SSE Energy Solutions



 Ruth Finnis
Vice President of Loyalty & Partnerships

Accor



AUTOMATION & AI

14.50 **Boost Marketing Performance, Enhance Personalisation Capabilities & Improve Conversion Rates With New & Innovative Automation & AI Strategies**

- Seal the deal with AI! How can you leverage new automation developments to drive authentic personalisation?
- Strike the balance between automated solutions and the human touch to ensure customers are communicated with in a relevant and meaningful way
- Tailor, target and offer - understand just how AI can help you operationalise personalisation, loyalty, retention and CRM capabilities in your business

 Dimitar Alexander
MS Dynamics CRM Consultant
HSBC



CHANNELS & CONTENT

15.10 **Deliver Exciting, Interactive & Revitalised Content Through Seamless Multi-Channel Engagement, Loyalty & Retention Strategies To Fuel Increased Brand Interaction**

- What makes the perfect email or message? Discover brand new, creative and fresh formats that will generate value for customers and ultimately drive sales
- Explore top tips for creating personalised content across the right channels for your target consumers to maximise conversions
- Email, WhatsApp, Instagram... with so many channels in play now, which are the most effective and appealing for your customers today?

 Maria Aldridge
Digital Marketing Lead-Fashion & Beauty

Sainsbury's



15.30 Afternoon Refreshment Break With Informal Networking ☕

16.00 **Bonus Session; Reserved For Exclusive Conference Partner**

MEASURING TANGIBLE RESULTS

16.30 **Showcase The Success Of Your Engagement, Loyalty & Retention Strategies With Practical, Innovative & Improved Measurement Tools & Techniques**

- The death of the open rate? With IOS changes causing disruption amongst businesses today, which new metrics can you use to measure engagement success and customer interactions?
- With so many marketing and comms channels in the mix, what are the best measurement techniques and metrics which can prove and validate the viability of each channel?
- Clicks, unsubscribes and spam rates - what are the best methods to determine consumer engagement and ultimately demonstrate the ROI of your approaches?

 Grant Baillie
Head of Customer Marketing
Post Office Ltd



FUTURE CRM INNOVATIONS

PANEL

16.50 **Future-Proof & Evolve Your CRM, Loyalty & Retention Capabilities By Harnessing The Latest Shifts In Technological Advancements & Implementing Game-Changing Innovations For Maximum Results** Q&A

- Automated CRM reporting? Keep pace with change and stay ahead of the curve with the latest CRM developments guaranteed to boost campaign success and increase conversions
- From voice and conversational UI to IoT technology, keep up with the latest tech advancements certain to revolutionise your CRM strategies
- What is the future of CRM? Benchmark with industry peers and forecast the key innovations set to inform the future of CRM and loyalty in 2023 and beyond

 Hollie McLellan
Head of Customer Marketing & Loyalty
Boots UK



17.20 **Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**

 Michele Lockwood
Head of Performance Marketing & CRM

New Look

 Tash Whitmey
Group Director of Loyalty, Membership & CRM

Tesco



CO-CHAIRS' REMARKS

4 Easy Ways To Register

- Online @ www.customerloyaltyconference.com
- Phone +44 (0) 20 3479 2299
- Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ
- Email bookings@customerloyaltyconference.com

Price	Standard Rate	
Inhouse/Brand	£599 + VAT	
Agency/Supplier/All Other Companies	£999 + VAT	
Group Of 4 (Inhouse Brand Only)	£1,797 + VAT	SAVE £599
Exhibition Stand + 2 Delegate Places	£3,999 + VAT	

Group Discounts: 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)

4 FOR 3

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration.
- Please note VAT will be charged at 20%. All BACS/invoice registrations are subject to a £24.90 booking fee and all credit cards payments are subject to a 4% booking fee.

Programme Alterations: Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

Can You Help Marketing, Email & CRM Professionals Develop Innovative & Advanced Loyalty & Retention Strategies Which Actually Deliver?

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Organised By: 

REGISTRATION FORM

Brochure Code:

A One-Day, Practitioner-Led, Cross-Sector Conference & Networking Event, **30th November 2022, Central London**

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