

**The Customer Loyalty & Retention Amsterdam Conference**

14<sup>th</sup> March 2024

Hotel Casa, Eerste Ringdijkstraat 4, 1097 BC, Amsterdam



**Welcome To The Customer Loyalty & Retention Conference In Amsterdam!**

## **Official Event Programme**

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



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### 08.30 Registration & Informal Networking

### 09.00 GIC Welcome & Chair's Opening Remarks

Angela Sekuloska  
Head of CRM  
**Vita, Life Insurance, d.d.**



### Winning Loyalty Programmes

#### 09.10 Develop Cutting-Edge Loyalty Programmes That Utilise The Latest Trends & Consumer Needs To Maximise Engagement, Secure Retention & Strengthen Your Brand

- From weekly purchases to once-a-year indulgences, how can loyalty programmes be adapted to suit different spending patterns?
- Discounts, points-based, rewards-based... explore the impact of different loyalty strategies to find the right one which best suits your customer and reinforces your brand
- Rebuild and reimagine your loyalty schemes to foster stronger relationships, and reinforce long-term brand trust by helping consumers navigate the cost-of-living crisis

Olga Khoubaeva  
Customer Engagement Manager  
**Le Pain Quotidien**



## Measuring Tangible Results & ROI – Delegate Discussion

### 09.30 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points

*We would encourage you all to enter into the spirit of the day and share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sitting next to you might just have that fresh outlook which unlocks new potential!*

## Effective Data & Targeting

### 09.50 Exploit The Power Of Data-Driven Insights & Analytics To Inform & Inspire Loyalty & Retention Strategies Which Directly Address The Ever-Changing Needs Of Customers

- It's all down to core data! Explore the best data capture techniques and platforms to more effectively invest time into critical data analytics and translate the facts and figures into real-world success stories
- What do the numbers say? Harness up-to-the-minute data that tells the accurate story of shopping trends and spending patterns amongst your target consumers
- Drive your omnichannel marketing strategies with data insights on both e-commerce and brick-and-mortar customer experiences to power real and lasting results
- Investigate and overcome potential pitfalls – how can you maintain high levels of consumer trust through safe handling of their data?

Oleksii Popov  
Head Of Digital Marketing  
**PrivatBank**



Future Platforms is a **boutique digital agency** that helps businesses take (big) **leaps forwards, fast.**



## Why work with us:

Drive **loyalty**, make you stand out in your market, and a **partner** who **understands business.**

01

### Loyalty

We're focussed on creating experiences people love & want to come back to.

02

### Standing out

We help brands differentiate from the norm. With design, brand and new technology that disrupts.

03

### Commercial thinking

We work hard to understand our clients business, and often end up as long-term partners working hand-in-hand.

## Our Ways of Working

**Discover & Explore:** We will work to understand your business, key USP's, explore user needs and develop the foundations of the overall solution.

**Define & Validate:** This phase is about fleshing out the product, validating our USP's and building prototypes and artefacts ready to build.

**Implement:** Building the right solution across the different departments working closely together. Test & Release. And continue...

"Their work is very efficient, streamlined, and creative, and they focus on the bigger picture."

Steven Bonner, LIV Golf

## How we can help

### Defining a strategy

Defining a product strategy and proposition that works for your users & business.

### Create a prototype

Create a prototype you can test and validate with your customers.

### Launch products

Define your MVP and get your app, website or experience in the market.

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### Future Platforms Digital Loyalty Index

10.10

Future Platforms Digital Loyalty Index – a bi annual consumer insight study into the UK's changing digital loyalty behaviours and habits. We ask 1000 UK consumers which loyalty experiences they love and why they love them and break down a number of other insights to help brands better approach their own digital loyalty thinking.

We launched the report at the end of June to the media and it immediately got picked up in a range of locations including Retail Times, The Grocer, The Sun Newspaper and the Martin Lewis Moneysaving Expert communications.

We analyse the top 20 brands – what they are excelling at and share insights of how could be applied to any digital loyalty experience.

Remy Brooks

Co-Managing Director

**Future Platforms**

Greet Jans

Co-Managing Director

**Future Platforms**



**FUTURE  
PLATFORMS**

### 10.25 Morning Refreshment Break With Informal Networking

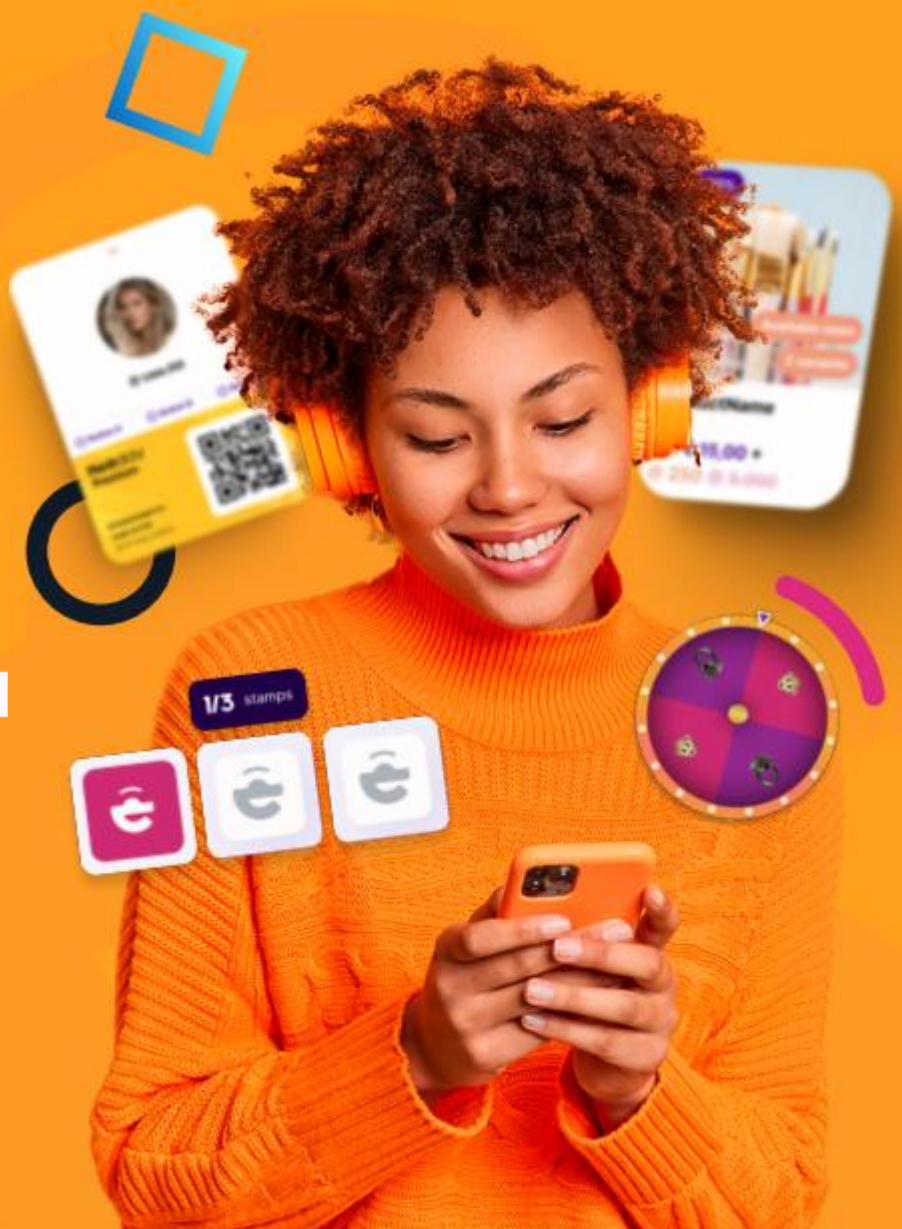




Redefining Loyalty Through  
Customer Engagement

How is your brand standing  
out in a world of attention  
grabbing and distractions?

'You're only  
ten weeks away  
from launching  
the most powerful  
Loyalty Program  
you have ever  
seen'



[www.neoday.com](http://www.neoday.com)

**Inspiring Personalisation – Panel Discussion & Q&A**

**10.55 Harness Data-Driven & Customer-Centric Personalisation Strategies That Elevate Engagement, Foster Long-Term Loyalty & Maximise Retention**

- What is the real potential of personalisation trends and strategies in 2024 and beyond? Explore the hottest trends set to disrupt the market next
- Access and utilise the full range of available data from all channels to create optimised and eye-catching personalised campaigns that really hit the mark with your target consumers
- How can cutting-edge AI and machine learning tools enhance hyper-personalisation for high-impact results?
- We are past first name personalisation... ensure that your brand values shine through in personalised content that makes customers feel important and valued

Andreas Marneris  
Head of Cards Issuing & Loyalty Programs  
**Eurobank**



Athina Kakolyri  
Head of Loyalty & CRM Marketing  
**Aegean Airlines**



Brian Manusama  
Executive Partner Actionary  
**NeoDay Loyalty Marketing Platform**



## Automation, AI & Tech – Delegate Discussion

### 11.25 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points

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## Redefining Loyalty Through Customer Engagement

### 11.45 In A World Of Too Many Options, How Can Brands Stand Out?

- From knowing your customer to leveraging owned data
- The role of Loyalty from a Customer Experience perspective
- The actionable formula to loyal customers
- Learning from successful programs: a layered approach

Kim van der Zande

CCO

NeoDay Loyalty Marketing Platform



neoday

## Seamless Omnichannel Marketing Success

### 12.00 Adapt Your Omnichannel Marketing Approaches To Create Hyper-Effective Campaigns & Content Which Cross Generations, Demographics & Customer Profiles

- Deep dive into your customers' needs to drive both online and offline loyalty strategies that best suit their channels and platforms of choice
- One size doesn't fit all! Ensure you are tailoring your campaigns to the right channel and audience, at the right time, to cut through the noise at the opportune moment
- Don't get left behind; what are the latest tech innovations pushing omnichannel success to the next level?

Natalia Horvath

Former Head of Customer Marketing  
& Omnichannel Development, Global Reserve

Diageo



DIAGEO



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### 12.20 Topic Generation Submission

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

### 12.25 Lunch & Informal Networking For Delegates, Speakers & Partners

### 12.55 Informal Breakout Discussions

- a) Pricing Strategy & Discounts
- b) Sustainability
- c) Customer Acquisition

### 13.25 Afternoon Chair's Opening Remarks

Oleksii Popov  
Head Of Digital Marketing  
**PrivatBank**



### Building Customer Advocates Through Intelligent Loyalty

#### 13.35 Key Components Of Loyalty, Understanding Your Audience & Leveraging Emerging Technologies

John Tsaousidis,  
Principal Strategist  
**Marigold**





# *The Psychology* of Loyalty

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How do you deliver highly personalised loyalty programs that recognise and reward customer behaviours, build lasting relationships, and increase visit frequency and spending?

Our relationship marketing solutions help you cultivate the relationships that grow your business.



Ready to unlock your  
loyalty potential?

*Scan Now*



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### Next-Level Retention Strategies – Panel & Q&A

#### 13.50 Achieve Sky-High Retention Rates & Avoid Attrition With The Latest Data-Centric Approaches That Boost Loyalty By Speaking Directly To Consumer Needs

- Lessons learned! Analyse and examine consumer feedback data and behavioural trends to identify and avoid the root causes of attrition
- From seamless onboarding to long-term loyalty, what do customers need, expect, and respond to at every stage of their brand journey?
- Ensure no customer is left behind! Focus on consistent communications which foster and maintain forward-looking connections, so your established consumers feel as valued as new ones

Olga Khoubaeva  
Customer Engagement Manager  
**Le Pain Quotidien**



Mehmet Yilmaz  
Brand Marketing & Digital Sr. Manager  
**Starbucks**



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### Stand-Out Customer Engagement & Experiences – Double Perspective

#### 14.20 Boost Consumer Satisfaction & Brand Impact With Tailored & Innovative Engagement Strategies That Differentiate, Impress & Maximise Long-Term Loyalty

- Re-think your customer-brand relationships with unique, resonant and meaningful communications that stand out from the conventional crowd
- From viral campaigns to gamification, how can you secure customer attention and maximise household-name brand recognition in today's ever crowded marketplace?
- What are your customers really saying? Promote open and constructive feedback and harness the insights to deliver truly impressive engagement results and make sure every voice is heard

#### 14.20 Perspective 1

Angela Sekuloska  
Head of CRM  
**Vita, Life Insurance, d.d.**



#### 14.40 Perspective 2

Bartosz Witorzenc  
Head of CRM  
**Bank Pekao S.A.**

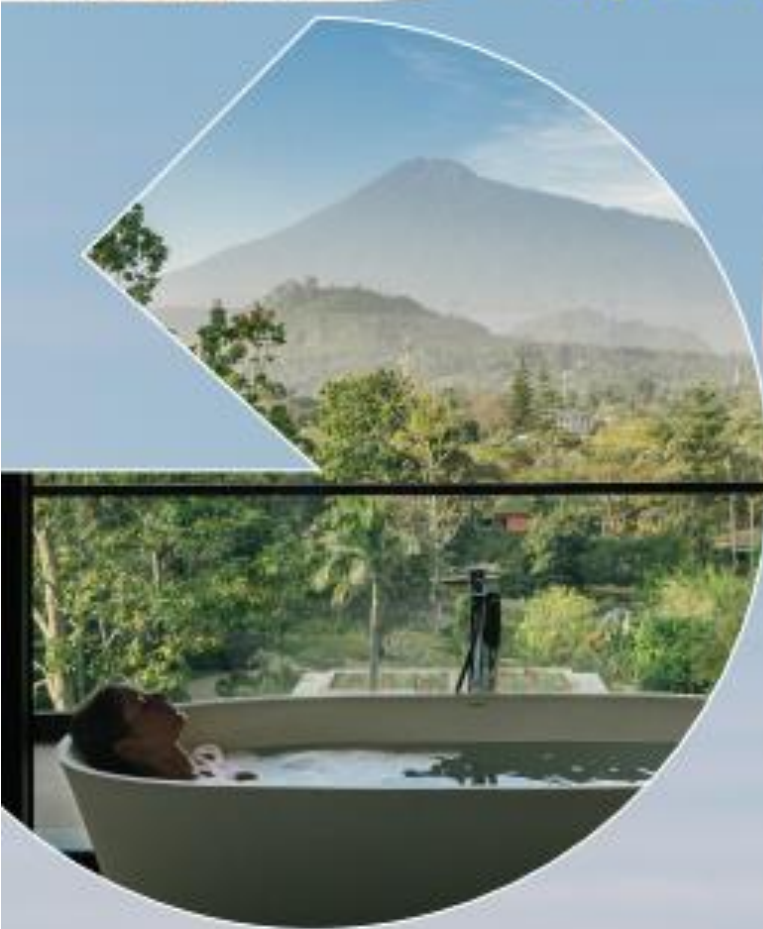




MELIÁ  
REWARDS

*Life is for*  
**TRAVELLING**

30 years of Rewards



**MELIÁ HOTELS INTERNATIONAL**  
LOYALTY PROGRAMME



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### Melia Rewards: 30 Years Of Rewards In The Hotel Industry

#### 15.00 Melia Rewards: 30 Years of Rewards

- Unveiling the evolution of MeliáRewards: crafting a dynamic hotel loyalty experience
- Join us for an exclusive glimpse into the evolution of Meliá Hotels International's MeliáRewards loyalty programme. In just 15 minutes, discover how the programme seamlessly blends vacation experiences with unwavering customer loyalty
- Explore MeliáRewards as a dynamic force, driving brand awareness and engagement across our diverse portfolio. Learn about its unique components, with a special emphasis on delivering curated experiences that leave a lasting impression
- Witness how MeliáRewards transcends traditional boundaries, acting as a catalyst for knowledge, brand interest, and customer engagement. This presentation is your ticket to understanding how Meliá Hotels International pioneers loyalty programme evolution in the hospitality sector

Sara Matarrubia Calvo  
Global Loyalty Director  
**MELIÁ HOTELS INTERNATIONAL**



MELIÁREWARDS

#### 15.15 Evaluation Form & Feedback

*We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!*

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### 15.20 Afternoon Refreshment Break With Informal Networking & Breakout Discussions

- a) Gamification
- b) Subscriptions
- c) Cost-Of-Living & Inflation Impact

### Turkish Airlines Loyalty Programme

#### 15.50 Loyalty Programme Case Study With Turkish Airlines

Ayşe Salcan Arslan  
Miles&Smiles Programme Manager  
**Turkish Airlines**



Sule Gunes Saricam  
Business Analyst at Miles&Smiles  
**Turkish Airlines**



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### The Future Of Loyalty & CRM

#### 16.10 Industry Benchmarking & Market Analysis! Optimise & Future-Proof Your Loyalty & CRM Gameplan With Insights & Tech Advancements That Focus On Long-Lasting Results

- Build adaptability into the core of your CRM practices and anticipate sector shifts to stay ahead of the curve and avoid playing catch-up
- Gain invaluable knowledge of technology developments, current and imminent, that will revolutionise the future of customer loyalty and retention in 2024 and beyond
- Debate and discuss with industry leaders! Unmissable insights from industry leaders at the front line of loyalty and CRM, this is your chance to ask your most pressing questions

Frank de Boer  
Director Data & Technology – Customer Loyalty  
**Air France-KLM**



**flyingblue**  
AIRFRANCE KLM

Mark Jansen  
Product Manager, Loyalty  
**Albert Heijn**



Karina Mohacsy  
Senior Manager – CRM Campaign  
Management Tommy Hilfiger  
**PVH Corp.**



**PVH**

Zsuzsa Kecsmar  
Chief Strategy Officer and Co-founder of Antavo  
**Antavo Loyalty Cloud**



**antavo**  
LOYALTY CLOUD

Lorenzo Federico Ebranati  
Loyalty Manager  
**Leroy Merlin**



**LEROY MERLIN**

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### 16.40 Afternoon Chair's Closing Remarks

Oleksii Popov  
Head Of Digital Marketing  
**PrivatBank**



### 16.45 Official Close Of Conference