

Customer LOYALTY 2013

**EARLY BIRD
2-4-1 OFFER**
REGISTER BY 13th
SEPTEMBER 2013
& GET 2 DELEGATE
PLACES FOR THE
PRICE OF 1

Main Conference: 2 & 3 December 2013 • Workshops: 2 & 3 December 2013

Venue: Rydges on Swanston, Melbourne, VIC

Capturing market share by creating a remarkable customer experience

CONFERENCE INSIGHTS:

- Learn how to use data to understand your customer needs and expectations
- Hear best practice on how to align loyalty to the company's strategic goals
- Understand how to create a community and turn customers into brand evangelists
- Network and share ideas with CMOs, General Managers and Senior Customer Loyalty executives from Australia's biggest brands
- Hear best practice and assess tools and technologies available for companies to protect market share and leverage results

Maximise your time out of the office with the interactive workshops:

- **Workshop A:** Agility in your customer engagement
- **Workshop B:** How can emotional loyalty transform customer experience?

FEATURED SPEAKERS:

Aussie Merciadez

Loyalty & Rewards Manager,
Optus

Marcus Marchant

Head of Customer Strategy
& Transformation,
Citibank Australia

Phil Gunter

GM of Loyalty & CRM and
Former GM of Velocity
Frequent Flyer, **Virgin Velocity**

Faye Ilhan

Head of Online,
Dan Murphy's



George Exikanas

Head of Brand and Customer
Experience,
ING Direct Australia



Natalie Farrell

Customer Relationship
Marketing Manager,
Luxottica



Michael Pirotta

Loyalty and Advertising Manager,
Chemmart Pharmacy



James Coyle

Former General Manager
Marketing and Communications,
AustralianSuper

KEYNOTE SPEAKERS:



Jamima White

General Manager for
Loyalty,
MYER



Lea Wright

Head of Consumer CRM,
AFS Strategic Marketing,
Westpac



Mat Conn

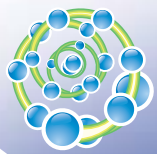
General Manager for
Loyalty,
iiNet

Advanced
Networking Partner:



Organised &
developed by:





Customer LOYALTY 2013



Dear Customer Loyalty Specialist,

Why is that 40% of CMOs expect flat to declining market share whilst mandates for marketing from the board are revenue growth and gains in market share?

The internet and social media has shifted power to the consumer. As the time cost of switching brands decreases, the number and visibility of competitors increases, and the proliferation of channels means creating a consistent, remarkable customer experience is becoming more complex.

Improving customer loyalty in this multichannel environment means marketers must be equipped with new skills and new thinking.

The Customer Loyalty Summit has been developed in collaboration with industry for external customer professionals to benchmark against current best practice and the strategies behind loyalty programs. The event will showcase activities that have proven success in:

- Using data to fully understand customer needs
- Aligning loyalty to the company's strategic goals
- Creating a community and turning customers into brand evangelists

Register before 13th September 2013 and send 2 for the Price of 1

To book your place, simply call **02 9229 1000**, email registration@iqpc.com.au or book online at www.customerloyaltysummit.com.au.

Best Regards,

Michelle Oliveira
Conference Director,
Marketing IQ



Why Sponsor or Exhibit at Customer Loyalty Summit?

- Gain preferential access to the senior executives in your target market and demonstrate your newest products
- Meet decision makers face-to-face to leverage your product and brand building
- Establish strong relationships and make proposals to potential customers
- Demonstrate your expertise and product excellence

Delegates are attending to actively find solutions to effectively manage their customer loyalty strategy. Make sure that your company is there in front of them as they are assessing the best possible solutions to these issues.

For more details of sponsorship and exhibition packages, call us on **02 9229 1050** or email sponsorbranding@iqpc.com.au

About Our Sponsor



Loyalty Legal is a law firm that specialises in providing legal

services to businesses interested in customer engagement and loyalty. We know that customer loyalty can mean many different things and the laws applicable to interacting with customers are equally complicated.

Lincoln Hunter (our Principal) is a leading provider of legal services in the loyalty space having recently spent 9 years providing legal services to Qantas including 6 years as Head of Legal for the Qantas Frequent Flyer program.

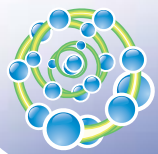
Loyalty Legal Pty Ltd ABN 47 162 739 139
www.loyaltylegal.com.au

Who You Will Meet:

- CMO
- General Manager of Loyalty
- Marketing Director
- Head of Customer Experience, Strategy & Retention
- Loyalty & Reward Manager

...from

- Fashion, Clothing & Footwear
- Financial Services
- FMCG
- Telecom
- Travel & Leisure
- And others...



CAPTURING MARKET SHARE

8.00	Workshop A: Agility in your customer engagement strategy
10.00	Morning Refreshments, Networking and Registration
10.30	Opening Remarks and Keynote Address from the Chairman Russell Zimmerman , Executive Director, ARA (tbc)
10.40	Opening Session: Australia's Loyalty Market Trends - Developing a loyalty engine for a highly personalised market based on customer behavior - Looking at different triggers and drivers from a complex business perspective - Supporting a strong customer engagement strategy - Enable loyalty programs to reward and recognise customers based in a multichannel approach - Trends and strategies behind omni-channels and new point of sales systems Aussie Merciadetz Loyalty & Rewards Manager, Optus
11.40	Creating a Customer Lifecycle Marketing Strategy to Drive Cost Satisfaction, Loyalty and Sales - Assessing key factors and developing an effective action plan - Importance of engaging operations team to ensure the campaign's success - Adopting long-term strategies Natalie Farrell Customer Relationship Marketing Manager, Luxottica
12.20	Lunch and Networking
1.20	Personalising experience across multichannel to increase loyalty - Direct marketing: how to bring channels together? - Applying digital marketing and successfully following customer with customers - Designing programs with balanced mind with suppliers and customers Jamima White General Manager for Loyalty, MYER
2.00	30 Minute Think Tank: Strategies Behind the Most Successful Loyalty Programs Ultimately it is all about retention. Australia's brands understand that competition is increasing and new customers are becoming rarer every day. It is crucial to look for strategies to engage existing customers and protect market share.

2.30

Case Study

Assessing the Power of Big Data in Engaging Customers and Increasing Loyalty

- Using technology, big data and analytics to understand and improve customer relationship
- Connecting customer data with marketing strategy and creating valuable metrics
- Defining the difference between real time data and right time data

Michael Pirotta

Loyalty and Advertising Manager, **Chemmart Pharmacy**

3.10

Afternoon Refreshments and Networking

3.40

Case Study

Creating Brand Evangelists Through Social Conversations

- Customer engagement strategy through social conversations
- How can those conversations increase loyalty?
- Personal approach to create advocates for the brand

Faye Ilhan

Head of Online, **Dan Murphy's**

4.20

Case Study

Flagship Loyalty Program – The Citibank Dining Program

- Building an innovative loyalty and attraction program
- Creating an emotional relationship with customers
- Successful activities to achieve real, tangible connection with clients

Marcus Marchant

Head of Customer Strategy & Transformation, **Citibank Australia**

5.10

Interactive Session

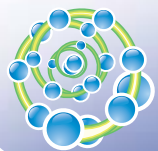
Closing Remarks from the Chairman: Capturing Market Share

Investing in a long-term customer engagement strategy is the best way to drive the organisation's profitability through loyalty. But how can you ensure that your customer experience activities are leading to customer retention, increased loyalty and profitability?

Russell Zimmerman, Executive Director, **ARA** (tbc)

5.20

End of Day 1 and Networking Drinks



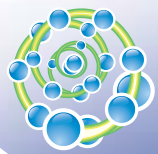
CREATING REMARKABLE CUSTOMER EXPERIENCE

8.30	Workshop B: How can emotional loyalty transform customer experience?
10.30	Morning Refreshments and Networking
11.00	Opening Remarks and Keynote Address from the Chairman Russell Zimmerman , Executive Director, ARA (tbc)
11.10	Applying digital marketing and successfully bring channels together ➤ Successful strategies to create emotional relationship with customers ➤ Increasing memberships and loyalty ➤ Examples of how companies can generate personalised customer experience Mat Conn General Manager for Loyalty, iiNet
11.50	Case Study Common Mistakes When Putting the Customer at the Heart of the Business ➤ Changing the way organisations are working with loyalty programs ➤ Hearing the VOC feedbacks available in the entire organisation ➤ Building customer trust and creating advocates ➤ Improving performance by having a close feedback from customers and stakeholders ➤ Metrics to assess how much they are engaged with the company George Exikanas Head of Brand and Customer Experience, ING Direct Australia
12.30	Lunch and Networking Break
1.30	Roundtable Using Football Club Sponsorship to Create Personalised Experiences and Increase Loyalty ➤ Successful strategies to create emotional relationship with customers ➤ Increasing memberships and loyalty ➤ Examples of how companies can generate personalised customer experience
2.20	Interactive Session 30 Minute Think Tank: Transforming Customer Experience into Tangible Results How to maximise the collection of customer feedback via different channels? Customer Loyalty executives realised that listening to your customer and focusing your organisation behind what is important to your customers is crucial to drive and reach tangible business improvements.

2.50	Afternoon Refreshments and Networking
3.20	Roundtable Moving Loyalty to a Strategic Level: Understanding How Companies Can Spend their Share of Wallet with Their Customers ➤ Evolving loyalty programs and having a very active feedback from customers ➤ Strategic ways to understand what drives the share of wallet ➤ Engaging customers and driving revenues by integrating emerging payments methods into your existing payment strategies Phil Gunter GM of Loyalty & CRM and Former GM of Velocity Frequent Flyer, Virgin Velocity
4.10	Interactive Session Closing Remarks from the Chairman: Creating Remarkable Customer Experience As the customer experience becomes prominent, the organisation's ability to be customer centric becomes more successful. At this closing session we will recap the importance of customer experience in today's environment. Russell Zimmerman Executive Director, ARA (tbc)
4.20	End of Conference

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INTERACTIVE WORKSHOPS

WORKSHOP A:

2 December 8.00am – 10.00am

Agility in your customer engagement strategy

One of the customer engagement executive's biggest challenges is to be able to easily adapt to the fast moving changes of the business environment. During this interactive workshop we will discuss the best tools for organisations to be agile and how customer engagement strategy can increase customer retention.

Discussion points:

- Leveraging the loyalty space in accordance with industry consolidation
- Recognising and rewarding your customers: using social loyalty to enhance real world loyalty
- How should we rethink marketing in the digital age?

Workshop led by:

James Coyle

Former General Manager Marketing and Communications, AustralianSuper

James Coyle is a highly experienced strategic marketer who initiates, develops and executes strategies that deliver tangible outcomes for the business. With a proven track record across brand development, customer acquisition and retention, James has previously been General Manager of Marketing and Business Development at Telstra Super, Director of Marketing and Commercial Development at Zoos Victoria and General Manager of Marketing and Business Development at Hesta.

WORKSHOP B:

3 December 8.00am – 10.00am

Customer Marketing, Big Data and Customer Centred Design

Most brands are strongly committed to creating a lasting relationship with their customers. As the imperatives of emotional connection with customers increases, organisations need to develop successful strategies to estimate how much customers care about brands. During this session, we will look at methods to put the customer at the marketing through big data, database marketing & analytics.

Discussion points:

- Designing programs that drive change, innovate and deliver enhanced and sustainable value to the organisation - Big Data and Big Revenue driven Marketing
- Customer Experience, Customer Journey and Service

Workshop led by:

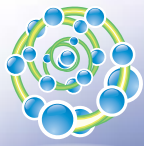
Lea Wright

Head of Consumer CRM, AFS Strategic Marketing, Westpac

Over 10+ years of strong Strategic Marketing and Product Management experience with companies with high visibility, engaged in highly competitive market dynamics and varied strategic business issues; Financial Services, IT/Telco and Energy. Expert in CRM - Customer Marketing and Big Data - and putting the Customer at the Centre of Marketing, Channel and Business Strategy.

Register Early & Save!

To speed registration, please provide the priority code located on the mailing label or in the box below.



Customer LOYALTY 2013

- Main Conference: 2 & 3 December 2013
- Workshops: 2 & 3 December 2013
- Venue: Rydges on Swanston, Melbourne, VIC

23058.001

STANDARD PACKAGES	2 FOR 1 EXTRA EARLY BIRD *Register & pay before 13 th Sept 2013	SAVE \$500 EARLY BIRD *Register & pay before 27 th Sept 2013	STANDARD PRICE
Conference + 2 Workshops	\$5197 + GST = \$5716.7	\$4697 + GST = \$5166.7	\$5197 + GST = \$5716.7
Conference + 1 Workshops	\$4398 + GST = \$4837.8	\$3898 + GST = \$4287.8	\$4398 + GST = \$4837.8
Conference Only	\$3499 + GST = \$3848.9	\$2999 + GST = \$3298.9	\$3499 + GST = \$3848.9

Discounts do not apply to vendors/solution providers. IQPC reserves the right to determine who is a vendor.

* Payment must be received by IQPC prior to 5pm AEST on the cut-off date.

Registrations received without payment or a Government PO will incur a processing fee of \$99 + GST = \$108.90 per registration.

- ☐ Please send me set(s) of AUDIO COMPACT DISCS and PRESENTATIONS CD at \$878.00 (\$799 plus GST) or \$603.90 (\$549 plus GST) Presentations CD only
- ☐ Please keep me informed via email about this and other related events

NOTE: PAYMENT IS DUE WITHIN 7 DAYS FROM REGISTRATION TO SECURE YOUR PLACE. Registrations received without payment or a Government PO will incur a processing fee of \$99+GST = \$108.90 per registration. Payment prior to the conference is mandatory for attendance. Payment includes lunches, refreshments, a copy of conference presentations via FTP website or workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken and processed. This card will be refunded once alternate payment has been received.

PRIVACY - YOUR CHOICE

Any information provided by you in registering for this conference is being collected by IQPC and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about IQPC events and services. By supplying your email address and mobile telephone number you are agreeing to IQPC contacting you by these means to provide you further information about IQPC products and services. From time to time IQPC may share information from our database with other professional organisations (including our event sponsors) to promote similar products and services. Please tick the box below if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please contact our Database Integrity Maintenance Department, Level 6, 25 Bligh Street, SYDNEY NSW 2000. Alternatively, email database@iqpc.com.au, call 02 9229 1028 or fax 02 9223 2622.

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WHERE

Rydges on Swanston, Melbourne
701 Swanston Street Carlton VIC 3053
P: +61 3 9347 7811
www.rydges.com

WHEN?

2 December 2013 - 3 December 2013

TEAM DISCOUNTS

We recognise the value of learning in teams, and are therefore pleased to offer the following group discount offer:

- Register a team of 3 to the conference at the same time from the same company and receive \$500 discount
- Register a team of 4 to the conference at the same time from the same company and receive a free pass for a 5th delegate
- Ask about multi-event discounts.

ACCOMMODATION

The Rydges on Swanston is the official hotel for the Customer Loyalty 2013 event and they have negotiated event rates specifically for attendees of this event.

To take advantage of these rates or for even more discounted hotels, go to www.customerloyaltysummit.com.au and click on the Venue & Accommodation page.

QUICK and EASY WAYS to REGISTER

- TELEPHONE +61 2 9229 1000
- FAX +61 2 9223 2622
- EMAIL registration@iqpc.com.au
- WEBSITE www.customerloyaltysummit.com.au
- MAIL IQPC, Level 6, 25 Bligh Street, SYDNEY NSW 2000

- ☐ REGISTER ME for
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☐ Workshop: ☐ A ☐ B

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