

The Truth

ABOUT LOYALTY

A 2-Day Masterclass in Customer Connection



DUBLIN, IRELAND 13TH - 14TH NOVEMBER 2024

POWERED BY:

TRUTH
CUSTOMER ACADEMY

**CHILLI
PEPPER.**

PLATINUM SPONSOR:

 **MARIGOLD™**

LOYALTY DIPLOMA

Join **700 Marketing and Business Professionals**, from across **20 countries**, who have already received their **Diploma in Loyalty (CADipL™)**.

Completion of the **2-Day Masterclass in Customer Connection**, awards attendees with a **Diploma in Loyalty** which is externally certified by CPD. CPD certification provides global recognition for Continuous Professional Development.

Who should attend **The Truth About Loyalty: A 2-Day Masterclass in Customer Connection?**

Marketing Professionals

who are looking to gain further experience and a qualification, specialising in Loyalty.

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Loyalty & CRM Managers

who want to expand their knowledge by getting a Diploma in Loyalty.

Brands with a Loyalty Programme

who want to expand their Loyalty knowledge and get a Loyalty Qualification.

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Considering a Loyalty Programme

and want to explore the concept of Loyalty and get a qualification whilst doing it.

The **Diploma in Loyalty (CADipL™)** is also incredibly valuable for Agency Teams/Account Managers involved in delivering their clients' Loyalty initiatives or for Loyalty, CRM or POS technology vendors wanting to understand the benefits of delivering innovative loyalty solutions to best serve their clients.

MEET THE EXPERTS



Amanda Cromhout

Master Trainer, Founder & CEO: Truth International Loyalty Personality of the Year 2023 and acclaimed author of *Blind Loyalty*, Amanda will lead *The Truth About Loyalty: A 2-Day Masterclass in Customer Connection*.



Leanne Papaioannou

Founder & CEO: Chilli Pepper Internationally celebrated Strategic Loyalty Leader, who has helped countless forward-thinking companies succeed in Loyalty. Leanne will join the expert panel discussion.

Plus, expand your professional network with fellow, international marketing and loyalty enthusiasts.

DIPLOMA OUTLINE

The Truth About Loyalty: A 2-Day Masterclass in Customer Connection provides an invaluable amount of loyalty insights; delving into Loyalty Programme Strategy and Development; Loyalty Technology Platforms and the fundamentals of implementing a commercially-viable Loyalty Strategy for your business.

DAY ONE

Morning Session

- Registration and Networking
- Welcome
- Keynote Address by Amanda
- Masterclass: Strategy Development
- Masterclass: Loyalty Programme Audit
- Masterclass: Key Building Blocks of Loyalty Programme Design
- Masterclass: Concept Testing

Networking Lunch

Afternoon Session

- Masterclass: Creating and Costing a Membership Engagement Plan
- Masterclass: Managing an RFP Process and Evaluating Technology Platforms
- Panel Discussion: Amanda, Leanne, & Andrew

DAY TWO

Morning Session

- Registration and Networking
- Keynote Address by Leanne
- Masterclass: Creating a Business Case/Commercials for Loyalty Programmes
- Masterclass: Implementing a Loyalty Programme
- Masterclass: Loyalty Programme Launch

Networking Lunch

Afternoon Session

- Masterclass: Understanding Loyalty Programme KPIs
- Masterclass: Ongoing Loyalty Programme Management
- Panel Discussion: Global Loyalty Excellence and Innovation with Loyalty
- Diploma in Loyalty Ceremony

KEY TAKEOUTS

Not only will attendees gain a globally recognised Diploma in Loyalty (CADipL™) and CPD certification - they will also gain complete understanding and confidence on how to develop, integrate, and implement a world-class Loyalty Programme for their organisation.



Understand the Key Strategic Rationale for Loyalty Programme Development.



The importance of member engagement and key communication requirements



Technical Considerations: Selection of the right Loyalty Platform.



Loyalty Programme Launch Roadmap and Challenges



The key principles to drive and use your customer data / segmentation



The success factors of Loyalty Programme Management



Loyalty Programme design key criteria and considerations



How to construct a commercial Loyalty Business Case

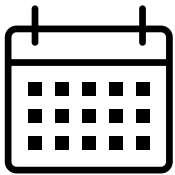


Global Loyalty Trends and emerging technologies



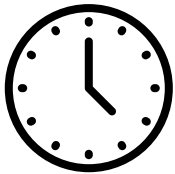
Global Loyalty Showcase - leaders in excellence and innovation

THE FINER DETAILS



DATE

13th - 14th November 2024



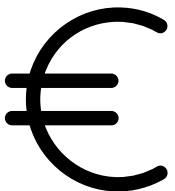
TIME

9:00am to 16:00pm



VENUE

No 25 Fitzwilliam Place, Dublin 2



COST

EARLY BIRD: €1,599

REGULAR PRICE: €1,799

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