

# The Truth

## ABOUT LOYALTY

A 2-Day Masterclass in Customer Connection



FIRST TIME  
EVER IN  
EUROPE

DUBLIN, IRELAND 18<sup>TH</sup>-19<sup>TH</sup> NOVEMBER 2025

POWERED BY:

**CHILLI  
PEPPER.**

**TRUTH** *Loyalty*  
CUSTOMER ACADEMY

PLATINUM SPONSOR:

**MARIGOLD™**

# THE BEST ATTRACT THE BEST

For over 20 years, Chilli Pepper has been the leader in the Irish loyalty space, devising and implementing award-winning Customer Loyalty and Retention Strategies for some of Ireland's biggest and most exciting brands.

At the same time, **Truth Customer Academy** has been fulfilling this role in the South African market, famed for the maturity and sophistication of its loyalty landscape, and boasting some of the most progressive Loyalty Programmes in the world.

So we're absolutely thrilled to bring both companies together for **The Truth About Loyalty: A 2-Day Masterclass in Customer Connection**, offering a unique opportunity for marketing professionals and loyalty specialists to engage with some of the finest minds in the industry.

This event has already been experienced by over 1,000 professionals across 43 countries, who have gone on to apply their learning to assess and refine their existing Loyalty Programmes, or create and launch new ones.

And now, for the first time ever in Europe, we're making it available to senior marketers and management who are charged with creating and launching new Customer Loyalty and Retention Programmes, or assessing and refining their current offerings.

It's a unique opportunity to spend 2-days learning about how to truly connect with your customers and to create customer loyalty that lasts!

We look forward to seeing you there!



**Leanne Papaioannou**

Founder & CEO  
Chilli Pepper | Redefining Loyalty



**Amanda Cromhout**

Master Trainer, Founder & CEO  
Truth Customer Academy

# FOR THE FIRST TIME IN EUROPE

**The Truth About Loyalty: A 2-Day Masterclass in Customer Connection**, has been created by Amanda Cromhout, Founder and CEO of **Truth Customer Academy** and it's coming to Europe for the first time - in association with Chilli Pepper.

Amanda's ability to translate complex theory into tangible examples for any audience makes **The Truth About Loyalty Masterclass** such a special and unforgettable experience.

This highly interactive and engaging event will bring attendees on a journey through the evolution of loyalty as we know it, examining the strategic and commercial imperatives of best-in-class Loyalty Programme development and elevation.

You will learn how to develop, integrate and implement a new Loyalty Programme or redefine and elevate your existing one into a world-class offering for your organisation, understanding all the key steps on your journey to improved customer loyalty.

And as an added incentive, attendees at The Truth About Loyalty Masterclass will receive the globally recognised Customer Academy Diploma in Loyalty Certification (CADipL™), which is externally accredited by CPD, and provides global recognition for Continuous Professional Development.

## WHO SHOULD ATTEND

### **The Truth About Loyalty 2-Day Masterclass in Customer Connection?**

- 1 Marketing Professionals**  
who are looking to gain a deeper understanding of the changing landscape in customer loyalty.
- 2 Loyalty & CRM Managers**  
who want to see what best practice looks like at national and international levels.
- 3 Brands with a Loyalty Programme**  
who want to assess their current loyalty offering with a view to improving or refining it.
- 4 Considering a Loyalty Programme**  
and want to understand the key strategic rationale for implementing a Loyalty Programme.

# MEET THE EXPERTS



## Amanda Cromhout

Master Trainer, Founder & CEO: Truth Customer Academy

**International Loyalty Personality of the Year 2024, acclaimed author of 'Blind Loyalty' and Master Trainer, Amanda will lead out The Truth About Loyalty: A 2-Day Masterclass in Customer Connection.**



## Leanne Papaioannou

Founder & CEO: Chilli Pepper | Redefining Loyalty

**Internationally celebrated Strategic Loyalty Leader, who has helped countless forward-thinking companies succeed in Loyalty. Leanne will join Amanda and Nick for panel discussions on the power of Customer Loyalty Data and how to make the most of it.**



## Nick Watson

VP Business Consulting at Marigold

**Nick has supported brands like Coca-Cola, Tesco and The White Company to power truly personalised marketing. At Marigold he supports clients in delivering engaging digital experiences, personalised multi-channel marketing and utilise technology to deliver best in class Loyalty Programmes. Nick will support Amanda in delivering the Managing an RFP Process and Evaluating Loyalty Technology Platforms.**

**PLUS**

*Expand your professional network with fellow, international marketing and loyalty enthusiasts.*

# MASTERCCLASS 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; the evolution of Loyalty and the fundamentals of implementing a commercially-viable Loyalty Strategy for your business.

## DAY

## ONE

### Morning Session

- ▶ Registration and Networking
- ▶ Welcome
- ▶ Masterclass: Strategy Development & Data Insights
- ▶ Panel Discussion: Amanda, Leanne and Nick on Leveraging Customer Loyalty Data & how to make the most of it.
- ▶ Masterclass: Loyalty Programme Audit

## NETWORKING LUNCH

### Afternoon Session

- ▶ Masterclass: Key Building Blocks of Loyalty Programme Design
- ▶ Masterclass: Research & Concept Testing
- ▶ Masterclass: Member Engagement & Psychology
- ▶ Keynote Address by Leanne: Global Loyalty Innovation and Trends
- ▶ Day One Masterclass Assessments

## DAY

## TWO

### Morning Session

- ▶ Registration and Networking
- ▶ Panel Discussion: Amanda, Leanne and Nick on The Power of Loyalty Technology as an enabler of success
- ▶ Masterclass: Evaluating Technology Platforms and Fraud with Nick
- ▶ Masterclass: Creating a Business Case & accessing the Commercials of your Loyalty Programme

## NETWORKING LUNCH

### Afternoon Session

- ▶ Masterclass: Implementing a Loyalty Programme
- ▶ Masterclass: Understanding Ongoing Loyalty Programme Management & KPIs
- ▶ Keynote Address by Amanda: Authenticity in Loyalty.
- ▶ Day Two Masterclass Assessments
- ▶ Masterclass Closing & Certificate Ceremony

# KEY TAKEOUTS

Not only will attendees gain a globally recognised **Customer Academy Diploma in Loyalty (CADipL™)**, certified by CPD (Continuous Professional Development). They will also gain complete understanding and confidence on how to refine, develop, integrate, and implement a world-class Loyalty Programme for their organisation.



Understand the key strategic rationale for implementing a Loyalty Programme



The importance of member engagement and key communication requirements



The fundamentals of customer centricity to define your Loyalty Strategy



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



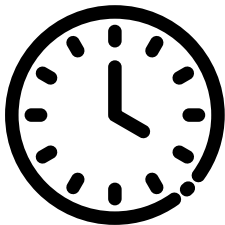
Global Loyalty Showcase - leaders in excellence and innovation

# THE FINER DETAILS



## DATE

18th - 19th November 2025



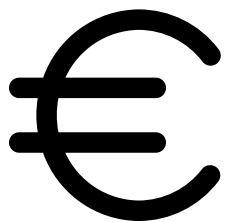
## TIME

9:00am to 16:00pm



## VENUE

Herbert Park Hotel, Ballsbridge Terrace,  
Ballsbridge, Dublin, D04 R2T2, Ireland



## COST

**EARLY BIRD: €1,399**

**REGULAR PRICE: €1,599**

**Places are limited  
so secure your spot now!**

## CONTACT US

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