

# 2019 CONFERENCE AGENDA



- 8.15 - 8.40**      **Registration with Barista Coffee**
- 8.40 - 9.00**      **Conference Opening & Compere Introduction**  
**Sarah Richardson, General Manager - Global Loyalty**  
**Carly Neubauer & James Roth**
- 9.00 - 9.35**      **Key Note Address - An Evidence-Based Approach to Loyalty and Consumer Psychology**  
**John Merakovsky, CEO, Flybuys**
- 9.35 - 10.00**      **The Future of Loyalty: Disruptions that Will Revolutionise the Industry**  
**Jeremy Rabe, CEO, AIMIA**
- 10.00 - 10.25**      **Best Practice Personalisation - In Conjunction With Harvard Business Review**  
**Rupert Naylor, Senior Vice President, Mastercard**
- 10.25 - 10.45**      **Irrational Consumer Loyalty Behaviour - How and Why It Occurs**  
**Sean Sands, Associate Professor of Marketing, Swinburne University**
- 10.45 - 11.20**      **Morning Tea with Barista Coffee**
- 11.20 - 12.00**      **Member Acquisition Strategies**  
**Andrea Byrne, Former GM Marketing, Digital & Communications, Collingwood Football Club**
- 12.00 - 12.40**      **The Science Behind Program Rewards**  
**Rathia Gierdien, Senior Manager Vitality Partnerships**  
**AIA Insurance Vitality Program**
- 12.40 - 1.20**      **Uncovering the Principles of Loyalty**  
**Joanne Mercer, General Manager of Footwear & Accessories, Myer**
- 1.20 - 2.15**      **Buffet Lunch**
- 2.15 - 2.20**      **Lucky Door Prize Draw**
- 2.20 - 2.55**      **Understanding the Psychology of Rewards**  
**Regan Yan, Group CEO, Digital Alchemy**  
**Lee Martin, Head of Shopper Engagement, Metcash (IGA)**
- 2.55 - 3.30**      **Pitfalls when Revamping an Existing Loyalty Program**  
**Elsie Jones, National Loyalty Manager, Total Tools**
- 3.30 - 4.00**      **Afternoon Tea with Barista Coffee**
- 4.00 - 4.25**      **How to Effectively Measure Behavioural Trends and Customer Insights**  
**Michael Barnard, General Manager, Customology**
- 4.25 - 4.50**      **Three Customer Tenets For Successful Modern Loyalty Programs**  
**Billy Loizou, Director of Strategy & Innovation, Cheetah Digital**
- 4.50 - 5.15**      **Using Influencers Effectively**  
**Sammy Major, Director, TRIBE**
- 4.00 - 4.25**      **The Dark Web - How Can It Affect Loyalty?**  
**Michael Smith, Managing Partner, AI**
- 4.25 - 4.50**      **Legal Matters Affecting The Loyalty Industry in 2019**  
**Lincoln Hunter, General Manager, Loyalty Legal**
- 4.50 - 5.15**      **Insights Into Blockchain and Cryptocurrencies in 2019**  
**Phil Shelper, CEO, Loyalty & Reward Co**
- 5.15 - 5.30**      **Closing Address & Lucky Door Prizes**
- 5.30 - 7.00**      **Cocktail Party - The Glasshouse, Olympic Park**
- 7.30 - LATE**      **After Party - Garden State Hotel, 101 Flinders Lane, Melbourne**
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*Agenda is subject to change.*

