

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** **The Age of Personalisation: Crafting a Finer Edge**
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, Vice President, Go-To-Market APAC
- 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.

