AUSTRALIAN LOYALTY ASSOCIATION CUSTOMER ENGAGEMENT & LOYALTY COURSE

OVERVIEW

This 2 day course, accredited by The Australian Loyalty Association (ALA) and held at Swinburne University, covers all aspects of loyalty including strategy, design, marketing, operations and technology. The course will provide the processes and tools needed to create, develop and manage a world-class loyalty and customer engagement program.

This course is designed for new entrants to the industry as well as more experienced managers seeking to improve their skill levels. By the end of the course, participants will be able to apply their new insights in their career and business to build a more engaging loyalty program and confidently grow customer retention and advocacy.

The Australian Loyalty Association is the industries' main association. Key industry partners and consultants have contributed to the course content, providing expert insights and exposure to the industry.

COURSE DESIGN

The course will be led by industry professionals Sarah Richardson and Philip Shelper. Running for a total of 2-days, the course includes eight 90-minute modules. At the completion of the course, participants will be awarded with a certificate in Customer Engagement & Loyalty accredited by the ALA.

The modules are:

Loyalty 101
The benefits and challenges of a loyalty program for consumers, program operators and partners, the ancient history of loyalty programs, the history of major loyalty programs in Australia and the essential principles of a quality loyalty program.

Loyalty program psychology
How consumer psychology is incorporated within loyalty programs to drive deeper member engagement, including operant conditioning, social identity theory, endowed progress effect, goal gradient effect, size heuristics and surprise & delight.

Loyalty program designs and commercial models
Major loyalty program design frameworks, including case studies across different industries in Australia and overseas. The monetisation of loyalty programs including selling points to third-party partners, earning revenue by selling discount products to members, earning affiliate marketing revenue, and selling and supplying program-branded products and services.

Loyalty program data: Collection, usage and monetisation
How consumer data is being directly and indirectly collected by loyalty schemes, how consumer data is being used and shared, consumer awareness about data being collected about them and the member data value chain.

Member lifecycle and lifestage management
Data-driven member management approaches over the lifecycle to maintain and optimise engagement. Recognition and utilisation of lifestage insights to tailor member experiences. AI-powered marketing approaches.

Loyalty program technology
A comprehensive overview of the latest loyalty technology in Australia and around the world, including loyalty platforms, AI, digital wallets, blockchain, affiliate marketing, beacons, credit-card linking and Wi-Fi.

Loyalty program effectiveness and impacts on competition
The level of competition in the loyalty market, exclusive partnerships between loyalty schemes and third-party companies, and competitive and anti-competitive dynamics created by loyalty programs.

Major loyalty trends
Key trends which are emerging in the global loyalty industry, which are indicative of how approaches by different loyalty schemes are evolving in an increasingly competitive environment.

PRESENTER PROFILES

Sarah Richardson
Sarah has over 20 years of experience in the corporate world, with wide industry knowledge across a range of sectors including retail, FMCG, insurance, automotive, telecommunications, property, and IT. In her career, Sarah has held senior marketing and customer loyalty positions in organisations such as Telstra, Suncorp, Australia Post and Myer, and also enjoyed her time working as the CRM director Sapient Nitro.

In 2012 Sarah started Global Loyalty, an organisation that specialises in strategy development, planning and implementation of customer loyalty enhancement projects. Sarah has tutored Direct Marketing at the Queensland University of Technology (QUT), held the position of QLD State Chairman of ADMA for many years and in 2014 wrote a white paper with The Australian Centre for Retail Studies (ACRS) at Monash University.

Later in 2014, Sarah registered the Australian Loyalty Association under whose banner is held the yearly ALA Customer Engagement & Loyalty Conference, now the largest loyalty conference in Australia.

Philip Shelper
Philip Shelper has over 13 years' experience within the loyalty industry, including roles at Qantas Frequent Flyer and Vodafone, as well as running Australia's leading loyalty management consultancy, Loyalty & Reward Co. Loyalty & Reward Co focuses on loyalty program design, implementation and operation for major companies globally. Phil is also an Advisory Board member of the Australian Loyalty Association.

Phil is a member of several hundred loyalty programs, and a researcher of loyalty psychology and loyalty history, all of which he uses to understand the essential dynamics of what makes a successful loyalty program. Phil is the author of 'Blockchain Loyalty; Disrupting loyalty and reinventing marketing using blockchain and cryptocurrencies (2nd Edition).'

COURSE DATES

Wednesday 27th & Thursday, 28th November 2019

COURSE LOCATION

Swinburne University of Technology, Hawthorn Campus

COST

- $2,250 + gst per person - Earlybird (ends 30th Sep)
- *Sponsors & Associates of the ALA receive a further concession*
- $2,500 + gst per person - Full Price
- Private Sessions for 5+ Attendees - POA

BOOKINGS

Bookings can be made **here.**
For further details, contact ALA on 03 9681 9429 or events@australianloyaltyassociation.com