EPSILON MAIN CONNECT STAGE

PDF Download | Tuesday 23rd April | Wednesday 24th April

9.15	MC - Welcome
9.30 Opening Keynote	Role of loyalty and rewards technology in financial inclusion and sustainability initiatives.

Hear from a leading visionary on how investing in loyalty will be one of the principal drivers of growth in the coming years.

Anoop Bhargava

Global Head - Payment Partners & Alliances
Giift

Ahmed Gaber

Co-founder
CoorB

Ahmed Khalifa

CRO
Giift

Bilal Alavi

Customer Engagement Solutions Head
CEMEA | VISA

10.00
Keynote

Loyalty Security – Account Take Over – Not US!

With increasing concerns about data breaches and privacy issues, C-suite executives are keen on ensuring robust data security measures and compliance with regulations to build and maintain customer trust.

Michael Smith

Board Advisor
Ai Events

10.30
Keynote

Driving Success Through Personalisation, Partners & New Propositions.

Insights on how Emirates Skywards are taking Engagement & Personalisation to a new level and the incredible ongoing growth for Skywards

James Curry

Vice President Product & Member Engagement
Emirates Skywards

11.00
Keynote

How to establish what loyalty means to you and your customers.

Elliott Clayton

Managing Director
International Sales Epsilon

Angelika Eleftheriadou

Global CRM & Loyalty Director
Coty

11.30
Keynote

Unlock Your ROI Potential - Join the Loyalty Revolution

This fireside chat explores how telco loyalty programs are evolving to meet the needs of today's customer, leveraging personalization, omnichannel experiences, and emerging technologies to not only enhance customer engagement but also unlock significant ROI growth through increased customer lifetime value, reduced churn, and targeted marketing strategies. The discussion will also showcase successful case studies from Vodacom's various loyalty programs and initiatives.

Marwan Kenawy

CEO
Dsquares

Mateboho Malope

Group Loyalty Managing Executive
Vodacom

12.00
Keynote

Unlocking creator loyalty: A fresh approach for Youtube

Join us for a sneak peek into YouTube's Creator rewards and recognition pilot program. We'll uncover the campaign goals, rewards strategy, and share insider tips to maximize results.

Hollie Clarke

Product Marketing Manager EMEA
YouTube

Mike Brinn

Global Loyalty Director
TLC Worldwide

12.30
Keynote

How to demystify the journey to getting your business AI ready and reaping the benefits

How the AI revolution is driving loyalty thinking right now!

We are in the middle of an AI revolution – but what does this really mean? Consumers are comfortable engaging with AI interfaces but 88% of businesses feel they aren't able to meet AI demand. This keynote will help provide perspective and clarity around leveraging AI to drive competitive advantage in loyalty, and understand, when properly applied, AI can deliver value to the bottom line.

Ram Machiraju

Vice President Of Product Management
Salesforce

14.00
Panel Discussion

Exploring the Digital Frontier: The Convergence of Payments and Customer Engagement

This panel unravels the dynamic intersection where payment systems and customer engagement merge into a powerful form of digital media. Discover how this synergy is crafting personalized shopping experiences, transforming traditional loyalty paradigms, and heralding a new era of commerce media where every transaction is an opportunity for connection. Join us for a visionary discussion on the future of digital interactions in the retail and banking sectors.

Moderator

Gavin Dein
Founder & Deputy Chairman Reward

Ronen Spival

Managing Director
Value Added Services Network International

Robert Kufersin

VP, Head of Loyalty & Partnerships
FAB Credit Cards | Consumer Banking Group

Paul Wallis

Director of Growth
Epsilon

Sohail Nawaz MBE

Head of Retail Media
Landmark Group

14.50
Panel Discussion

"Let's Talk Airline Loyalty" and the pivotal role that loyalty programs play in boosting an airline's bottom line.

Although airline loyalty history spans over 40 years, it's only recently that airline programs have finally been recognised for their

extraordinary profits they contribute.

Paula Thomas the "Oprah of Loyalty" (will be joined by an illustrious panel of senior airline loyalty leaders. Together they will share their insights and perspectives on what's working for members and program owners, and identify the most exciting what's working for members and program owners, and identify the most exciting ever more exciting opportunities for profitable programs.

Paula Thomas

Founder & CEO
Let's Talk Loyalty & Loyalty TV

Sebastian Huschner

Product Strategy Lead, Customer Loyalty
Aer Lingus – AerClub

Sarah Udy

Executive Manager - Member & Program
Qantas Loyalty

15.30
Keynote

The evolving nature and future of guest loyalty

GHA has fostered a reimagination of how guests live, work, and play in a way that prioritises connecting people with heart, creating unique experiences, and expressing emotion.

Jelena Kezika

Senior Director Strategy
Global Hotel Alliance

16.00
Keynote

Banking Loyalty: "Advancing the lives of the underserved"

Dr. Nceba Hene

Head: Rewards and Loyalty African Bank

16.30

The Future of Loyalty: Insights from Industry Leaders

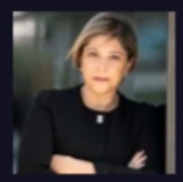
Keynote	Moderated by BBD Perfect Storm CEO, Jason Foo, this discussion with the esteemed Loyalty Connect Global Leaders 2024 will take a deep dive into the future of loyalty in 2024 & Beyond Official Lauch of Loyalty Connect Global

Moderator

Jason Foo
CEO
Perfect Storm

Dr. Nejib Ben Khedher

DSVP
Emirates Skywards



Kashmira Motiwala

Vice President
Group Loyalty (SHARE Rewards) at Majid Al Futtaim

Alejandro Gonzalez Saul

Director
Digital@FEMSA

Folker Heim

Chief Operating Officer
Global Hotel Alliance

17.00	EXHIBITORS SPOTLIGHT
17.00	Networking @ the LC Lounge

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9.30
Keynote

Shukran – Pioneering Loyalty Excellence in the GCC region

Beyond being a mere loyalty program, Shukran stands as the undisputed gold standard, having not only garnered unwavering allegiance from a substantial segment of the GCC population but also emerged as an exemplary case study in crafting enduring connections within a diverse and dynamic market. As a vanguard of retail loyalty, Shukran's evolution transcends the conventional, captivating a myriad of consumer segments and steadfastly maintaining its position at the forefront of loyalty programs within the vibrant retail landscape of the GCC region. Join us in unravelling the narrative of Shukran's journey, where innovation meets inclusivity, and where the benchmarks for loyalty in the retail sector are not just met but consistently surpassed.

James Dickson

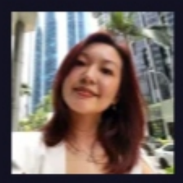
Chief Product Officer
Landmark Group

10.00
Keynote

Future-proofing your programme in a changing digital landscape

Dave Allen

Group Commercial Director
Technology Epsilon



Emily Ong

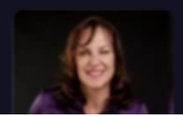
Customer & Loyalty Product Leader
(Middle East)
Landmark Group

10.30
Panel Discussion

How Bridging the Gap Between Loyalty and Payments Can Boost Member Engagement.

David Bimbat

Head of Product Marketing
CoinBridge



Amanda Cromhout

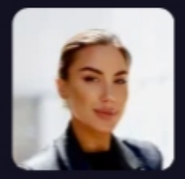
CEO

Truth International Loyalty Awards Industry
Personality of the Year

11.00
Panel Discussion

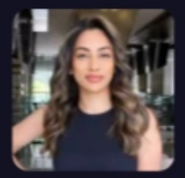
The Crown Jewels of Luxury & their loyalty program strategy

The Evolution of Luxury Fashion Loyalty Programs The world's most coveted brands are now building lasting relationships with their elite clientele through meticulously crafted loyalty programs.



Moderator

Carmen Garcia
CMO The Loyalty People



Nasima Ahmed

Head of Growth
Minted

John Russo

CEO
Maddox Gallery

Nicki Helfet

Global Loyalty Lead
Ralph Lauren

Irene Bernardi

CRM & Loyalty Manager
Luisviaroma

11.45
Keynote

Retail Loyalty Innovation - delivering value to the Business

Insights into Majid Al Futtaim, SHARE integrated lifestyle loyalty program and how it has seamlessly connected the vast MAF ecosystem. Since the launch of SHARE it has reimagined and enriched its loyalty programs, SHARE continues to expand and enrich its proposition deliver increasing value to their members and their business.

Kashmira Motiwalla

Vice President Group Loyalty
Majid Al Futtaim

14.00
Keynote

Loyalty without Limits: Bridging B2B Excellence in a Unified Landscape

Rebecca Ravesloot

Lead Project Manager
Western Digital

14.30
Keynote

The future of Loyalty in the QSR realm

The need to disrupt the loyalty business and differentiate our customer engagement programs so as to fight loyalty fatigue and one size fits all approach.

Maria Nassiakou

Chief Digital Officer
Goody's - Everest Group of Companies

15.00
Keynote

Revitalizing Loyalty in the Digital Retail Era

Learn about the innovative approach of the Alshaya loyalty program that has transformed its strategies beyond conventional points and monetary incentives. Discover how they have reimagined loyalty programs to enhance engagement and tailor them to meet the evolving preferences of their customers.

Francois Orhan

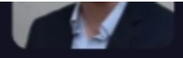
Group Digital, Loyalty, CRM, Payments, Data and Analytics Director
Alshaya Group

15.30
Loyalty Leaders Forum

Coalition Loyalty Program Setup - Challenges and Pitfalls

Wojciech Kempny

Director



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