



Airline Information

Palm Springs, California

Loyalty, Ancillary Merchandising & Co-Brand Conferences

8th Mega Event Worldwide

29th November – 1st December 2017

Are you Bold Enough?

Thank you to our 2016 Sponsors!





Airline Information

Pre-Day – Wednesday 29th November 2017

13.30 – **Registration, Coffee & Networking for Pre-Conference Sessions**

14.00:

14.00 – **Pre-Conference Session One: 21st Century Loyalty Technology** sponsored by **Loyalty Partner Solutions**

17.00:

Pre-Conference Session Two: Loyalty Fraud & Accounting

Everything you need to know about new loyalty accounting rules (IFRIC15) & making your loyalty program fraud proof!

17.30 – **Welcome Reception** sponsored by **Allianz Global Assistance**

19.00:

Day One – Thursday 30th November, 2017

08.00 – **Registration, Breakfast & Networking**

08.50:

08.50 – **Conference Chair: Welcome remarks**

09.00: • Michael Smith, Managing Partner, Ai Events

09.00 – **One Role to Rule them All? Executive Interview: How Southwest Airlines is doing loyalty, ancillary & co-branding in a different way**

09.30: • Jonathan Clarkson, Senior Director Loyalty & Partnerships, Southwest Airlines *interviewed by*
• Jay Sorensen, President, IdeaWorksCompany

09.30 – **Being Bold Enough is No Longer an Option!**

10.00: • British Airways and Skycanner

10.00 – **Getting the Omnichannel Customer Insights Experience to be Seamless**

10.30: • Guy Cierzan, EVP Client Services, Olson 1to1 & Wyndham Hotels (*invited*)

10.30 – **Coffee Break & Networking**

11.10:

Session I: FFP Loyalty Conference

Track Chair:

• Michael Smith, Managing Partner, Ai Events

Session II: Ancillary Merchandising Conference

Track Chair:

• Marc Rosenberg, President, Strataconnex (*invited*)

Session III: Co-Brand Partnerships Conference

Track Chair:

• Vicky Radke, Senior Director, Amtrak Guest Rewards

11.10 – **Panel Session: Are we really driving loyalty with our programs? Or is it just a transactional rebate approach? Is mobile the best home to re-engage?**

12.00:

Moderator:

• Rick Ferguson, Editor In Chief, Wise Marketer (*invited*)

Panellists:

...others to be announced

Panel Session: From NDC to One Order: Is it (can it?) deliver here and now?

Moderator:

• Ursula Silling, CEO, XXL Solutions

Panellists:

....to be announced

Panel Session: Are we killing the co-brand golden goose? With regulated interchange, mileage/ point devaluation

Moderator:

• Rick Rasmussen, Director Brand Loyalty Affinity Card Programs, Alaska Airlines (*invited*)

Panellists:

...to be announced



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12.00 – 12.30: **Are Business 2 Business Loyalty Programs Delivering?**
• Speaker to be announced

Why Data is Key to Merchandising: Top 10 Items you must do to win!
• Gillian Morris, CEO, Hitlist

Using Co-Brands to Enhance & Engage Loyalty
• David Canty, VP Global Loyalty Programs, IHG (*invited*)

12.30 – 14.00: **Lunch & Networking**

14.00 – 14.25: **New IFRIC15 Loyalty Accounting Rules: What they mean for your program**
• Speaker to be announced

Innovation & Funding Start-ups: Is this the best way?
• Speaker to be announced

Prepays: The next big opportunity for co-brands?
• Andrea Wilson, Director North America Card Services, Bank of Montreal (*invited*)

14.25 – 14.50: **The OTA Approach to Loyalty**
• Speaker to be announced

Merchandising the New Basic Economy Fares: Is this the way to manage the price challenge?
• Speaker to be announced

Personalisation: Boosting spend with partners & mobile opportunities
• Speaker to be announced

14.50 – 15.15: **Compare & Contrast: Learning from other loyalty market sectors**
• Jordan Salmon, VP Loyalty Marketing, MGM Resorts (*invited*)

Payments: The missing link in your ancillary merchandising strategy
• Brian Gross, VP Ecommerce, Aeromexico (*invited*)

Corporate Cards Go Co-Branded: A way around regulated interchange?
• Speaker to be announced

15.15 – 15.40: **Loyalty Implication of New IFRIC15 Accounting Rules**
• Speaker to be announced

The NDC Exchange: How to control your NDC messaging
• Jason Balluck, Product Delivery Executive, British Airways (*invited*)

Is There are Future for Co-Brands in a Regulated Interchange World? Do customers still want them?
• Speaker to be announced

15.40 – 16.20: **Coffee Break & Networking**

16.20 – 17.15: **The Ai Lions' Den:** The Lions' Den is a showcase of new products & services in which companies are given 5 minutes to pitch their innovation live & unrehearsed to our board of industry executive "Lions."

Ring Master (Moderator):

- To be announced

Lions & Pitching Companies (Judges):

- Travelcarand others to be announced

17.15 – 18.00: **Networking Reception** sponsored by **Avis Budget**

18.00 – 19.45: **Mega Awards 2017** followed by **Networking Reception** sponsored by **Avis Budget**





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Day Two – Friday 1st December 2017

08.25 - **Breakfast & Networking**
09.25:

Sessions I & III: Loyalty & Co-Brand Partnerships Conference

Track Chair:

- Michael Smith, Managing Partner, Ai Events

09.25 - **Bank Travel Reward Cards: Threat or Opportunity for Co-Brand?**
09.50

- Speaker to be announced

09.50 - **Panel Session: Loyalty versus Dollars: Customer Lifetime Value vs. Co-Brand Card Revenues -are they mutually exclusive?**
10.40

Moderator:

- Michael Smith, Managing Partner, Ai Events

Panellists and presenters:

- Suretha Cruse, VP Marketing, South African Airways
- David Feldman, Director Loyalty & Reward Program Strategy, Catchit Loyalty
- ...others to be announced

Session II: Ancillary Merchandising Conference
Track Chair:

- Sinead Finn, Director, affinity

Everything You Wanted to Know About Ancillary Merchandising: Research Findings
• Robert Booth, Head of Product Marketing, Amadeus
• Mike Robinson, Product Marketing Manager, Amadeus

IdeaXchange: 3 Ideas that will radically change your ancillary & merchandising thinking & strategy!

Not all ideas are fully formed or developed: this session aims to share the ones that are still being worked on – from revolutions in revenue management thinking or apps that the programmers are still debugging! This session will aim to make you think again about what's coming next.

Moderator:

- Sinead Finn, Director, affinity

Presenters:

...to be announced

10.40 - **Coffee Break & Networking**
11.20:

11.20 - **Panel Session: Are We Bold Enough? Major threats to the established order abound – from driverless cars (what future for short haul air travel?), regulated interchange to regulators looking at fees and charges. Do we need to be bold or should we look at what is under our noses to deliver loyalty, ancillary and co-brand revenue growth?**
12.05:

Moderator:

- Seth Kaplan, Managing Partner, Airline Weekly (*invited*)

Panellists:

.....to be announced

12.05 - **One Year One: Has Aimia/Aeroplan Delivered on its Personalisation Journey?**
12.30:

- John Boynton, CMO, Aimia/Aeroplan (*invited*)