



AUSTRALIAN LOYALTY ASSOCIATION

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OVERVIEW



The Australian Loyalty Association (ALA) is an organisation that was established in 2014 to provide thought leadership, education and networking opportunities to those working in the loyalty industry.

The ALA has many arms including Education Courses, Loyalty Vendor Marketplace, Employment Hub, Corporate Research, a Content Hub and in 2021 we launched Vendor Profile Videos.

The ALA runs the annual Melbourne and Sydney Loyalty Networking Events and the International Virtual Loyalty Conference, as well as a number of smaller events throughout the year.

The ALA is suited to anyone that works with or would like to develop a loyalty or customer engagement program. Everyone from CMO's, Loyalty Managers and Marketing Directors through to those who work in Technology, Insights, CRM and Analytics benefit from membership and participation of the ALA.

2023 MELBOURNE LOYALTY NETWORKING EVENT

The Melbourne Loyalty Networking Event is the largest loyalty networking event of the year held in Melbourne and will be attended by key loyalty professionals. Starting with networking, canapés & drinks our keynote speaker will present topics currently facing loyalty practitioners and will be followed by a formal seated dinner event and after party where delegates can continue to network with like-minded professionals.

Venue and event date to be announced soon.

2022 INTERNATIONAL VIRTUAL LOYALTY CONFERENCE

Held on Thursday, 25th August the 2022 International Virtual Loyalty Conference will take place on and be hosted on the state-of-the-art CrowdComms platform. Hear from top domestic and international professionals chosen from leading brands discussing each critical stage of the loyalty journey including topics ranging from behavioural economics, crypto rewards, sustainability, Artificial Intelligence and card linking.

As well as hearing from our accomplished speakers, enjoy a home delivered lunch, a gift box to your door filled with surprises from our sponsors, and fun with prizes given out throughout the day. An event not to be missed!

2022 SYDNEY LOYALTY NETWORKING EVENT

Held on November 10th, the 2022 Sydney Loyalty Networking Event will be attended by key loyalty professionals and held in the beautiful Ballroom at the Four Seasons Hotel, Sydney.

Starting with networking, canapés & drinks our keynote speaker will present topics currently facing loyalty practitioners and will be followed by a formal seated dinner event and after party where delegates can continue to network with like-minded professionals.

**BOOKINGS: [AUSTRALIANLOYALTYASSOCIATION.COM/ALA-EVENTS](https://australianloyaltyassociation.com/ala-events)
TICKETS: \$195 + GST PER PERSON**

3500

LOYALTY
DATABASE
MEMBERS

9/10

AVERAGE
EVENT
FEEDBACK
SCORE

25%

INCREASE
IN MEMBER
NUMBERS
EVERY YEAR



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EDUCATION

This 2-day course, produced and accredited by The Australian Loyalty Association, covers all aspects of loyalty including strategy, program design, customer journey, loyalty psychology, financial modeling, data, analytics, 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 experienced managers seeking to improve their skill levels as well as new entrants to the industry.

Course Dates

Sydney -2023 dates to be announced soon.

Melbourne - 2023 dates to be announced soon.

Virtual - 2023 dates to be announced soon.

Course Fee: \$1,490 per student

Bookings: australianloyaltyassociation.com/education

Group education courses available, POA.

Contact: enquiries@australianloyaltyassociation.com



“I loved that there was always opportunity for discussions and debate in the group. The different modules were clearly laid out, a good length and the exercises following each of the modules solidified the learnings for me.”

Gen Pigott, CALTEX AUSTRALIA LIMITED

“A really beneficial course that allowed for open table discussions with other professionals in the industry. The course materials were set out professionally, with great real life examples that helped me understand the concepts more readily.”

Sarah Neeson, TOTAL TOOLS



VENDOR MARKETPLACE

The Vendor Marketplace offers a one stop shop to search for vendors who can assist with developing organisations loyalty and customer engagement programs. Our listed vendors are experts in a range of services; from employee rewards, gift card supply and off-the-shelf loyalty solutions to loyalty strategy consultancy, legal, blockchain, digital wallet solutions and many more.

Cost: \$295 + gst per business listing for 12 months

Sign Up: <https://australianloyaltyassociation.com/vendor-marketplace>

EMPLOYMENT HUB

The aim of the ALA Employment Hub is to provide an accessible and centralised location for organisations to list job opportunities relating to the loyalty industry and for our industry colleagues to be connected to those roles directly through our communications channels, ensuring that the best talent in our industry are applying for these roles.

Cost: \$99 + gst per job listing

Sign Up: australianloyaltyassociation.com/employment-hub

OUR SPONSORS

