



2023 Annual International Loyalty Conference Agenda

Thursday 10th August 2023

- 8:00 - 9:00** Registration & Exhibition Centre Open
- 9:00 - 9:15** Welcome to Country and Conference Introductory Address
Sarah Richardson - Chair, ALA & James Roth - CXO, IVE Group
Uncle John Graham - Yugambah Region Aboriginal Corporation Alliance (YRACA)
- 9:15 - 9:45** Revolutionising Rewards: Unleashing Generative AI to Supercharge Australian Loyalty Programs
Emad Tahtouh - Principal - Head of Creative Technology, Deloitte Digital Australia
- 9:45 - 10:15** The power of optimisation over complete overhaul when reimagining your corporation's Loyalty Program
Diana Sinclair - Senior Loyalty Marketing Manager, Dan Murphy's
- 10:15 - 10:45** Moving beyond out-of-the-box personalisation to creating meaningful customer communication based on customer insights
Darren Gunton - General Manager - Marketing, Total Tools
- 10:45 - 11:30** Morning Tea Break
- 11:30 - 12:00** Are you preventing Active Choice Moments for your members?
Tara Ness - Managing Director, Decision Design
Winona Johnson - Senior Behavioural Scientist, Decision Design
- 12:00 - 12:30** Insights from Flybuys' Chief Customer Officer
Deirdre Boyle - Chief Customer Officer, Flybuys
- 12:30 - 13:30** Lunch Break
- 13:30 - 14:00** Are NFTs the engagement ingredient your loyalty program is missing?
Mark Kelly - Group General Manager Loyalty, Crown Resorts
- 14:00 - 14:30** Panel - Strategy and innovation for 2024 and beyond
Alina Malkin - Head of Marketing and Customer Engagement, Hairhouse
Will Feutrill - Regional Vice President, AU Incentives, Blackhawk Network
Matti Hallanoro - Regional Vice President, Salesforce
Compère - Elisse Jones - Group Head of Loyalty, Total Tools
- 14:30 - 15:00** The high points of the Privacy Act Review - What is and isn't working to ensure the privacy of individual consumers
Lincoln Hunter - Principal Legal Counsel, Loyalty Legal
- 15:00 - 15:30** Afternoon Tea Break
- 15:30 - 16:00** Harnessing the power of experiences to drive loyalty performance and member satisfaction
Chris Mills - Vice President - Digital and Loyalty, Accor Hotels
- 16:00 - 16:30** Insights from Qantas Loyalty
Michael Mednis - Senior Commercial Manager, Qantas Loyalty
- 16:30 - 16:55** Panel - Acquiring data to drive customer engagement with AI models and analytics
Janelle Gostelow - Head of Loyalty and Partnerships, Viva Energy
Ashish Sinha - Managing Director, APAC and MEA, Epsilon
Aaron Fuller - General Manager, Member Engagement, Super Retail Group
Jill Moser - SVP Global Loyalty Offers, Mastercard
Compère - Campbell Davies - Marketing & Commerce Leader, Associated Retailers Limited
- 16:55 - 17:00** Closing Address
Dean Maidment - CEO, Taguchi
- 17:00 - 19:00** Networking Drinks, Exhibition Centre