ADVANCED LOYALTY EDUCATION COURSE

ARTIFICIAL INTELLIGENCE

AUSTRALIANLOYALTYASSOCIATION.COM/EDUCATION

OVERVIEW

AI is transforming how loyalty programs operate — predicting behaviour, automating engagement, and reshaping customer relationships. This one-day course equips loyalty professionals with the skills to lead in the AI era — using data and technology to enhance satisfaction, acquisition, and retention while maintaining creativity and human connection.

COURSE OUTLINE

Australia is leading global adoption of generative AI, making it vital for loyalty leaders to stay ahead. Learn how to integrate AI into your strategy to future-proof your program and career in an industry evolving faster than ever. Ideal for professionals in Retail, Hospitality, Banking, Utilities, and Travel.

WHO SHOULD ATTEND

- Loyalty program managers and strategists
- Marketing and customer experience leaders
- Data, AI, and digital transformation professionals in customer engagement roles
- Vendors wanting to understand the AI loyalty landscape

FORMAT

Delivered through expert-led sessions, case studies, and collaborative discussions, this interactive course bridges theory and real-world application. Expect practical tools, hands-on exercises, and expert insights from leading industry facilitators.

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COURSE DESIGN

Led by experienced loyalty professionals and guest speakers, this intensive one-day course explores six key modules covering the foundations of AI-driven loyalty — from team structure and program discoverability to ethics and fraud prevention. Participants will earn a **Certificate in Advanced Loyalty & AI Strategy, accredited by the Australian Loyalty Association.**

Course Modules

Introduction - Welcome to the AI Revolution

Module 1: Team Structure - Leaner, Strategic, Cross-Functional Teams
Discover how AI is reshaping loyalty teams. Learn to build agile, cross-functional teams combining marketing, data, and tech to deliver smarter outcomes.

Module 2: Program Discoverability – Designing Loyalty for Humans and AI Agents
Explore how members and AI systems find and interact with your program. Design ecosystems optimised for both human behaviour and intelligent discovery.

Module 3: Generative and Agentic AI - A New Era in Member Management
See how AI transforms member communications and engagement. Learn practical ways to integrate AI while maintaining human oversight and brand integrity.

Module 4: Deep Personalisation - Tailored to Individual Members
Learn how AI enables hyper-personalised experiences at scale using data ethically to deliver relevant, timely offers that strengthen relationships.

Module 5: Account Security - Increased Need for Fraud Prevention
Understand emerging risks of AI misuse. Learn strategies to safeguard members and uphold trust while enabling innovation.

Module 6: Ethical Practices - Trust, Fairness and Transparency
Explore responsible AI use in loyalty. Ensure fairness, accountability, and transparency across every aspect of program design.

PRESENTER PROFILES

Sarah Richardson
Founder, Australian Loyalty Association
Sarah has held senior marketing and loyalty roles with leading organisations including Telstra, Suncorp, Australia Post, and Myer, as well as serving as CRM Director at Sapient Nitro. In 2012, she founded Global Loyalty (now part of SCIENSA), specialising in strategy, planning, and implementation of customer loyalty programs. Sarah went on to establish the Australian Loyalty Association in 2014, which now hosts the Melbourne and Sydney Loyalty Networking Events and the International Virtual Loyalty Conference.

Marcella Larsen
Co-Founder & Principal, The Woven Group & Four Pins
Marcella is a leading expert in AI-powered retail and customer experience strategy, with a proven track record in helping organisations turn data into profitable growth. Prior to founding The Woven Group, she held senior leadership roles at Salesforce and Microsoft, where she led retail and consumer strategies across the Asia Pacific region. Through her latest venture, Four Pins, Marcella helps businesses redefine customer value, apply Agentic AI and AdTech, and operationalise data-driven growth strategies that increase conversion and loyalty. Passionate about demystifying AI, she empowers leaders to move beyond the hype and make technology work for their business.

2025 COURSE DATES

17th Feburary 2026

COST

Full Price* - **AU$890 + gst per person**

Private Sessions for 5+ Attendees are available, please contact ALA at events@australianassociation.com
*10% discount is available for sponsors and associates of ALA

BOOKINGS

Places are limited, be sure to register your place early.
Bookings for **all courses** can be made through the ALA website: https://australianloyaltyassociation.com/education

For further details, contact Australian Loyalty Association on 0438 923 300 or events@australianloyaltyassociation.com