



THE LOYALTY ACADEMY  
CERTIFIED LOYALTY MARKETING PROFESSIONAL™  
**WORKSHOPS 2022**

**WHY YOU HAVE TO ATTEND??**

# EDUCATION BY LOYALTY MARKETERS, FOR LOYALTY MARKETERS

The Loyalty Academy has created the first formalized educational curriculum for customer loyalty professionals, marketers, and senior business leaders

We offer a full professional education program for marketers that culminates in the distinction of becoming a Certified Loyalty Marketing Professional™ (CLMP) for candidates that successfully complete all course requirements.

Candidates must complete 15 course units from the CLMP curriculum within 3 years OR complete an intensive 2-to-3-day certification workshop delivered by Loyalty Academy Faculty or our regional affiliates. Both public workshops and private Corporate Training packages are available.

Certification bestows upon the recipient the recognition of being at the top of their profession, joining an elite group of individuals from around the globe who know how to handle the issues and challenges associated with loyalty programs.



BRINGING  
QUALITY LOYALTY EDUCATION  
TO **THE MIDDLE EAST**

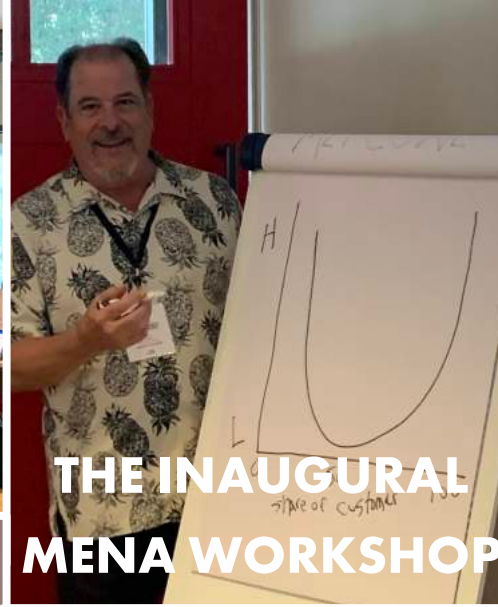
QuickBrownFox Consulting (QBF) is proud to be The Loyalty Academy, USA's EXCLUSIVE Partner, bringing Loyalty education to the Middle East.

The Loyalty Academy was set up in 2015 as part of The Wise Marketer Group by Michael Capizzi and Bill Hanifin, both seasoned loyalty professionals who saw a need for quality and specialized training in Loyalty. In its short history, the Loyalty Academy has already certified over 200 professionals with the coveted, CLMP (Certified Loyalty Marketing Professional™) title and continues to strive to help marketers around the world gain a better understanding of this discipline.

QBF will represent The Loyalty Academy in the United Arab Emirates, Kingdom of Saudi Arabia, Oman, Bahrain, Kuwait, Qatar, Oman, Jordan and Lebanon facilitating three-day workshops that help certify delegates and award them the prestigious CLMP title.

The Inaugural CLMP MENA Workshop held in December 2021 was a huge success with delegates of various levels of seniority attending from across the region. Our lead sponsor for the event was VERNOST.





# THE INAUGURAL MENA WORKSHOP





**OUR FIRST BATCH OF QUALIFIED CLMPs**

# WHAT OUR FIRST BATCH OF CLMPs HAVE TO SAY...

“ The 3 days of training just passed by too quickly. But the 3 days definitely gave us years of knowledge and a great opportunity to connect with loyalty colleagues from different fields. ”

**Nabeel Sab,**

Kuwait Airways (Kuwait)

“ For those looking for a comprehensive course on loyalty programs, this is it. Even though I have been in the loyalty space for a few years now, this course was very insightful - from looking at the different business models available, financial modelling, technology considerations (existing and emerging), all the way to predictive modelling, advanced engagement and gamification, and much more. ”

**Karen Cordeiro,**

Marketing Director – Loyalty & B2B, The Entertainer (UAE)

“ I spent more than half of my life working as Head of IT and involved in so many data driven, data-analysis projects in different industries, from Advertising, Legal, Healthcare, E-commerce, Real Estate and the current one (Loyalty Marketing). CLMP will create a great advancement in my portfolio and my project. My gratitude to you for all you have done, it is unforgettable experience. I truly appreciate you and your team; and time you spent helping us in Dubai on how to deal with Loyalty Programs the proper and more professional way. I enjoyed every minute of sharing your thoughts and knowledge. Now I have courage, luck, belief, confidence and fortune to deal with Loyalty Programs, I owe you BIG. ”

Once again, thank you very much for the knowledge.

**Eddie Suerte Felipe,**

Gain (UAE)

“ A loyalty expert is a cross-functional role that needs a variety of skills sets. There's a gap in the market when it comes to loyalty best practices and insights. I believe [The Loyalty Academy](#) covers that gap. ”

**Rima Alghanim,**

Banque Saudi Fransi (Saudi Arabia)

# SOME MORE FEEDBACK



**Paul Wallis** · 1st

3w \*\*\*

Chief of Revenue B2B at The ENTERTAINER

Thank you so much 3 of our Entertainer team are delighted with their new CLMP qualifications 😊

Like · 🗨️ 5 | Reply · 1 Reply



**Chayya Bassi** Author

3w \*\*\*

Co-founder and Chief Loyalty Consultant

Thank you 🙏



**Eman A.** · 2nd

3w \*\*\*

Customer Experience, Marketing, CRM and Loyal...

One of the most insightful and enlightening session. Thank you [quickbrownfox group Chayya Bassi](#) for the including me to an invigorating training program and connecting us to an esteemed group [#CLMP](#) [#proud](#)



**Michael Capizzi, CLMP** · 1st

3w \*\*\*

Loyalty Marketing Expert

Thanks to everyone for the positive feedback! I have conducted these workshops and other loyalty training sessions for nearly 20 years in all regions of the world and this was the VERY BEST workshop and group of loyalty professionals I have ever encountered. Plus we had fun while learning, discussing, applying the principles and best practices of our profession to real world situations and incredible brands from retail, banking, telco, shopping malls, airlines and all those service providers who support the loyalty discipline. Special thanks to [#Vernost](#) for the wisdom and

sponsorship support. Very special thanks to the incredible team at [#QBF](#) Consulting including Rohit and Chayya, the behind the scenes tandem of Tania and Priya, plus my co-faculty leader Manav Fernandez. We are already discussing a 2nd event or early 2022! Can't wait to return to Dubai and spend a few extra days visiting.

By the way - every single delegate passed their final examination and we had 8 who scored 100%! That has never happened before!! We certified the 2nd ever CLMP in Jordan and Saudi Arabia; the first ever in Kuwait plus moved the UAE into the top 5 position for global CLMPs. What an incredible week!

# SOME BRANDS REPRESENTED AT OUR WORKSHOP

QBF  
CONSULTING



الطائر al tayer

DUBAI  
HOLDING

Traffic Digital :  
Part of  The Collective



مجموعة الفطيم  
Al-futtaim group



The Collective

YEGERTEK

the  
ENTERTAINER™



ERNOST™  
PEOPLE AND PRODUCT

EPSILON™

the wise  
marketer 

LOYALTY|ACADEMY



# WHAT CLMPs HAVE TO SAY...

“ I really do love working in the loyalty industry but even though I hold an MBA, I had never studied the principles of loyalty until I found the Loyalty Academy!

For me, investing the time and resources to become a Certified Loyalty Marketing Professional™ was an essential step in feeling confident that I could operate in this industry to the highest professional standards, plus I was super excited to join such an impressive group of loyalty experts around the world.

I highly recommend the loyalty academy and the CLMP to anyone serious about building their knowledge and career in loyalty long term. ”

**Paula Thomas, Host,**  
LET'S TALK LOYALTY (DUBAI)

“ Fully completing the CLMP training has really improved my knowledge and understanding of Loyalty, and I now feel much more confident moving forward in discussions with prospects and clients. ”

**Bhupinder Panesar, MSc,**  
DIRECTOR OF PRE-SALES, EPSILON (UK)

“ I strongly recommend this as a great way to learn and grow professionally. I am personally going through the courses right now ”

**Pavel Los,**  
**Global Loyalty Program Manager,**  
SHELL (CZECH REPUBLIC)

“ I would highly recommend this course to anyone interested in Loyalty. It has been really thought provoking and the learnings have already led us to implement new ideas and improvements that we have been able to take to clients and implement. ”

**Melanie Parker, Director,**  
STREAM LOYALTY (UK)

“ I Thank you also for a great course - really useful content that structures the knowledge about loyalty. ”

**Piotr Kozłowski,**  
**Vice President Consulting, Airline/Travel Loyalty,**  
COMARCH SA (Poland)

# MENA WORKSHOP LEADERS

Following the success of the inaugural workshop in December, we are fortunate to have the Dean of the Loyalty Academy, returning to oversee and deliver key program modules in person. He will be supported by two of the region's well known industry professionals, who bring a wealth of experience and knowledge to the table.



**MIKE CAPIZZI, CLMP**

DEAN, LOYALTY ACADEMY (USA)

43+ years in marketing services and co-founder of the Loyalty Academy. He is a globally recognized speaker, author, and educator on loyalty, which includes teaching at 5 US universities and for practitioners in 8 countries. Mike is also a Partner in The Wise Marketer Group.



**MANAV FERNANDEZ, CLMP**

CO-FOUNDER, QUICK BROWN FOX CONSULTING (UAE)

20+ years in loyalty and marketing services with an emphasis on customer management and brand strategy. He has designed and launched loyalty programs in the region and is a well-known speaker at marketing focused events.



**CHAYYA BASSI, CLMP**

CO-FOUNDER, QUICK BROWN FOX CONSULTING (UAE)

Chayya honed her customer management skills over 12 years of working in the UK followed by 10+ years in loyalty; designing, implementing and managing several programs across the region and most recently in the Balkans



# WORKSHOP DETAILS

3-day event – 21-23 March 2022

Venue – Rove Downtown, Dubai

Registration includes all materials and food & beverage service each day (Breakfast and Lunch only) plus a networking reception on day one.

Upon completion of the Workshop, delegates will be asked to pass a final examination and to complete a Business Case for a loyalty marketing program

Each registrant will also become a 'Member-for-Life' at The Loyalty Academy

Successful delegates will earn their credential as a Certified loyalty Marketing Professional™

Delegate Registration Fees – US\$2,000 per person

Groups of three or more and Sponsored registrations - US\$1,500 per person

Maximum attendees - 40





FOR MORE INFORMATION ON TOPICS  
COVERED

<https://www.qbfconsulting.com/clmp>

OR, TO SIGN UP NOW...

<https://loyaltyacademy.org/product/annual-certification-workshop-dubai/>

THANK  
YOU