



AFRICA'S FIRST **LOYALTY ACADEMY** **CLMP CERTIFICATION WORKSHOP**

Maslow Sandton
15 to 17 November 2022

Sponsors



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EVENT INFO

Loyalty Academy and Woodstock Loyalty jointly present the first ever Certified Loyalty Marketing Professional Workshop in Africa.

This event is being sponsored by loyalty leaders Achievement Awards, Comarch, Loyalty Plus and Sun International. Discounted registration rates are available courtesy of these sponsors while supplies last.

For those who wish to achieve the distinction of Certified Loyalty Marketing Professional™ (CLMP), this workshop is for you!

This workshop and its content is uniquely designed and will be of benefit to a broad range of both client and agency practitioners, managers and directors in Marketing, Strategic Planning, Database Marketing, Business Development and Account Management: whether you have an existing programme and are looking to evaluate or refresh its design, or you are thinking about developing and deploying a programme for the first time, this is the one workshop which can help you the most.



- ✓ For those who wish to achieve the distinction of Certified Loyalty Marketing Professional™ (CLMP), this workshop is for you!
- ✓ This is an in-person event led by senior faculty members of the Academy over a 3-day period.
- ✓ The workshop includes interactive exercises, substantial discussion, and participation opportunities for the attendees.
- ✓ The workshop includes interactive exercises, substantial discussion, and participation opportunities for the attendees.
- ✓ The workshop concludes with a case study and final examination –which will be evaluated by the Board of Regents for the Loyalty Academy
- ✓ CLMP Certification will be granted to all participants who actively engage the content and discussions throughout the workshop and who demonstrate their understanding and real world use of the principles, practices, technologies and financial elements associated with winning loyalty strategies.
- ✓ Your registration fee includes Membership for Life in the Loyalty Academy!

NORMAL RATE of \$1,075 per delegate (ZAR R19,450 equivalent*) – for bookings made after 30 September 2022.

*The ZAR fee charged will vary slightly based on the USD to ZAR foreign exchange rate and fees at the time of purchase.

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AGENDA

Our Workshop runs over three full-day sessions and includes lunch on all 3 days as well as a networking reception / cocktail event on the first and second days. The cocktail events will be hosted by our sponsors. You will receive both printed and digital copies of all lecture materials.

TUESDAY 15 NOVEMBER – DAY 1

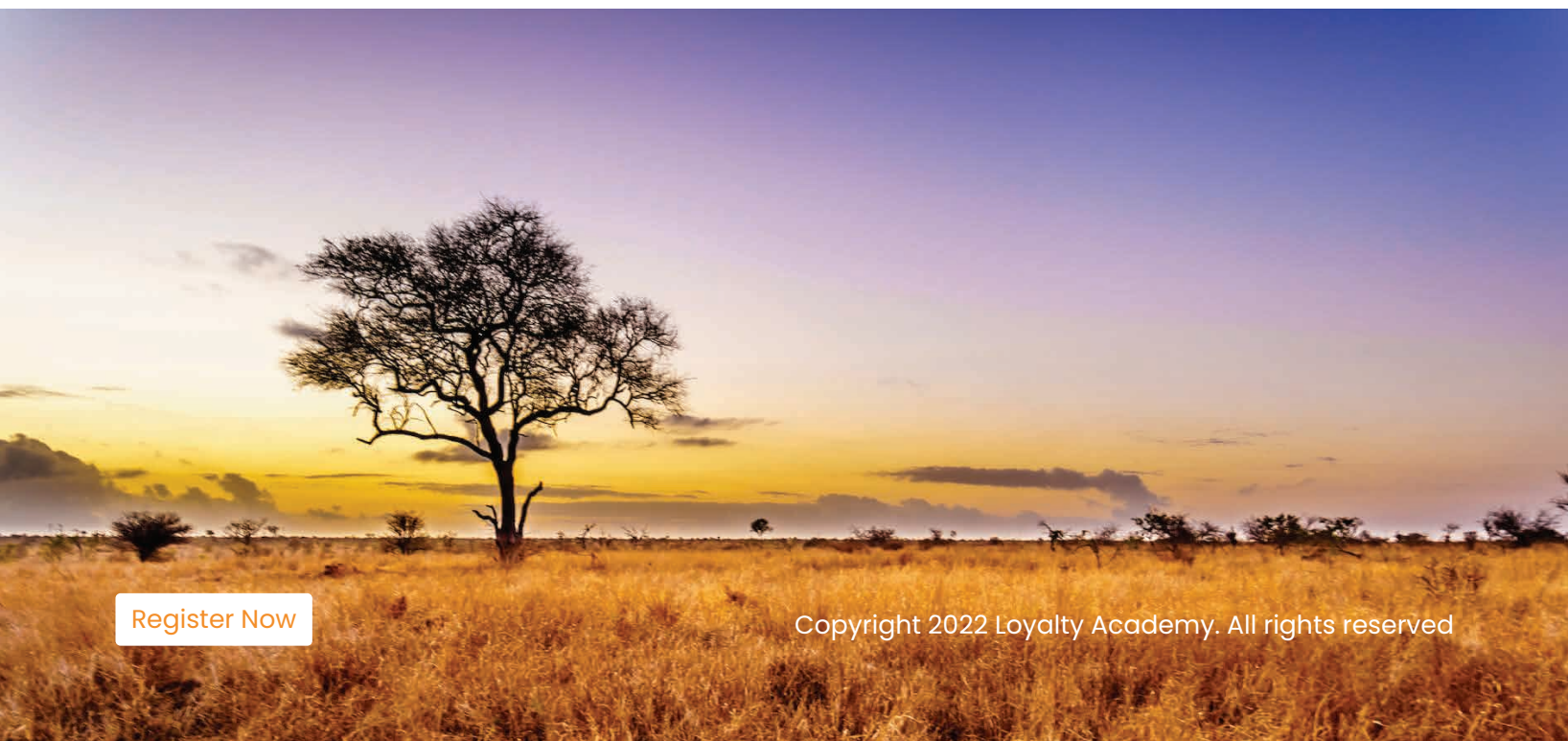
- ✓ Registration will open at 08h30
- ✓ The Workshop will start at 09h00 and end at 17h00
- ✓ Topics 1 to 4 of the course (as detailed on page 5) will be covered and will include a Regional Loyalty Marketing industry overview
- ✓ The day will conclude with a networking reception / cocktail event

WEDNESDAY 16 NOVEMBER – DAY 2

- ✓ The Workshop will start at 09h00 and end at 17h00
- ✓ Topics 5 to 9 of the course (as detailed on page 5) will be covered
- ✓ The day will conclude with a networking reception / cocktail event

THURSDAY 17 NOVEMBER – DAY 3

- ✓ The Workshop will start at 09h00 and end at 15h00
- ✓ Topics 10 and 11 of the course (as detailed on page 5) will be covered
- ✓ We will wrap up with an “Ask me anything” session





WORKSHOP TOPICS





MEET OUR HOSTS

WISE MARKETER GROUP

The Wise Marketer Group (WVG) publishes TheWiseMarketer.com, the most widely read news source for Customer and Loyalty marketing in the world and operates the Loyalty Academy™, the first industry professional certification program, offering the designation of Certified Loyalty Marketing Professional™ (CLMP) to those completing the curriculum.

TheWiseMarketer.com delivers timely and unbiased news research, and industry data to a global audience of marketing professionals. The media site has served the global loyalty marketing industry for the past 18 years and is the principal advocate for and collaborative center of this growing industry.

The Loyalty Academy™ is the premiere global education and membership organization for loyalty marketing practitioners. Since 2015, the Loyalty Academy has offered certification for loyalty marketing professionals via online, in-person, and customized in-house educational workshops and seminars.

THE LOYALTY ACADEMY HAS:

- ✓ Earned worldwide acceptance as an industry standard educational platform.
- ✓ Hundreds of active paid members.
- ✓ Over 400 CLMPs in over 30 geographic markets.
- ✓ Delivered in-person training and educational events in Australia, Brazil, Canada, Dubai, India, Ireland, New Zealand, and the United States.
- ✓ The premier group of loyalty marketing professionals with unmatched experience, collaboration, global perspective, and total commitment to the industry.



The Loyalty Academy offers lifetime membership options that provide free access to loyalty marketing publications, research, thought leadership, white papers, and tools, plus discounted tuition fees on all courses, discounted access to research and proprietary publications, PLUS discounted registration to all Conferences and Events.

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WORKSHOP FACILITATORS



BILL HANIFIN

CLMP, CEO, Wise Marketer Group, USA

Bill Hanifin is CEO Wise Marketer Group (WMG) and a Certified Loyalty Marketing Professional (CLMP™). As Managing Editor of TheWiseMarketer.com, he leads the operation of this global source of news, education and research serving the Customer Engagement, Loyalty, CRM, and Digital Marketing community.

Bill has developed, implemented, managed, and measured Customer Marketing strategies for well-recognized brands since 2006 via his consultancy, Hanifin Loyalty. Working with American Express, Circle K, Denny's, Lucky Brands, Master Card, Maverik, McGraw Hill, Panera Bread, Redbox, 7-Eleven, Scotiabank, Visa, and others has given him a global understanding of the complexities of successful customer marketing.

Bill is passionate about understanding the driving forces of customer engagement and what drives their purchase decision-making. He understands that a holistic approach to developing value in customer groups is needed to be successful in this digital age and his background in finance and data analytics enables him to transform smart strategy in practical execution plans. Bill is an accomplished trainer and is a requested presenter at industry events as well as leading public and privately organized workshops in the U.S., Canada, Latin America, EU, and Asia Pacific regions. He is based in South Florida and is an outdoor enthusiast, having discovered some of his best ideas during a long run, bike, or open water swim.

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DEON OLIVIER

CLMP, Managing Director, Woodstock Loyalty, South Africa

Deon has been an active member of the South African Loyalty Marketing community on both a client and agency level since 1999. He has significant experience across a broad range of market verticals including airlines, retail banking, mobile telco, general retail, fashion retail, FMCG, hotels, leisure & hospitality. He works closely with clients and implementation agencies to conceptualise and refine loyalty strategies, conduct domain studies, objective setting & business plan development, innovative customer value proposition design, customer experience mapping, marketing development and related strategic and operational elements required to bring a loyalty programme to market and keep it relevant and engaging. Deon is also available in cases where his clients need to either fully or partially outsource aspects of their operations to an expert partner.

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BRIAN ALMEIDA

CLMP, Managing
Partner, Strategic
Caravan, India

A customer loyalty practitioner for over 25 years, Brian is the Managing Partner for Strategic Caravan International Pvt Ltd., one of India's leading loyalty services companies. He is a former Managing Director of Direxions and he has launched several leading loyalty programs, including the British Airways Executive Club in South Asia, Taj Inner Circle, Jet Privilege, PetroBonus, First Citizen Club for Shoppers Stop, the IRIS student science talent discovery program for Intel and Inquimed, a medical portal for doctors at Pfizer's.

Brian is also the Co-founder of Points for People an award winning charity platform that enables Loyalty program members to donate their points towards charity. He is a Member of the Board for Cartesian Consulting Pvt Ltd and Sisecam Flat Glass India Ltd. He also serves as a Trustee for several Indian Not for Profit organizations.

Brian is an alumnus of St. Xavier's College, Mumbai, where he earned a bachelor's degree in Math and Statistics. He obtained a Master's in Marketing from Jamnalal Bajaj Institute of Management, Mumbai. He is an Alumnus of the Advanced Management Program (AMP) from Harvard Business School and is also a Fellow of the Institute of Direct & Digital Marketing (UK). He has served as a 6-time judge for the Loyalty Magazine Awards (UK) and was formerly affiliated with COLLOQUY India as an Editorial Advisory board member and faculty participant. He is a Certified Loyalty Marketing Professional™ and joined the Loyalty Academy faculty in 2020.

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BENEFITS

BENEFITS OF CERTIFICATION

The CLMP Certification is the only recognized professional certification in the loyalty marketing industry.

- ✔ The distinction tells your employer, your clients, your peers and the entire industry that you have achieved a level of professionalism and advanced education associated with the discipline of loyalty marketing.
- ✔ The CLMP designation is being used worldwide and since it is a personal distinction, you carry it with you for the rest of your career.
- ✔ The curriculum has been carefully constructed by the Loyalty Academy Faculty – all veteran practitioners of loyalty marketing who have worked in many different capacities encompassing every part of the loyalty industry.
- ✔ Loyalty Academy operates with the oversight of a Board of Regents, composed of an international panel of practitioners and academics.
- ✔ Each Faculty Member has gone through a strict and thorough application process, has taught individual courses before and has been approved by the Board of Regents.
- ✔ The principles and practices which form the foundation of this workshop can be adopted by loyalty practitioners from both, consumer and B2B markets across the world.



BENEFITS OF LOYALTY ACADEMY LIFETIME MEMBERSHIP

Membership is for your lifetime and includes:

- ✔ Free Access to the Members Only Vault where you'll find a comprehensive library of (tools, research, white papers and presentations created by veterans of the Loyalty industry)
- ✔ Up to 20% discount to attend all Loyalty Academy Events and Conferences
- ✔ Free Access to the Loyalty Guide (valued at \$1,700)
- ✔ Free Access to the annual Delphi Panel reports, tackling the most controversial issues in loyalty marketing with expert-based research
- ✔ Exclusive access to the global Loyalty Academy faculty
- ✔ Exclusive networking opportunities

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SPONSORS



Achievement Awards Group is a leading full-service company in the field of incentives and human performance improvement. Their ability to customise solutions and processes to best suit the requirements of their clients has made them market leaders in the area of incentive marketing and performance improvement technology. They offer a range of human performance improvement products designed to engage, motivate and reward employees, business partners and customers. These products and services range from basic reward systems to fully-fledged incentive, recognition, channel and consumer loyalty programs. They help these organisations improve profitability through increased sales, increased productivity, increased brand loyalty and reduced costs. Achievement Awards Group was established in Cape Town in January 1981 and currently holds a Level 1 BEE rating.

SCOPE OF SERVICES OFFERED

- ✓ Employee recognition and engagement
- ✓ Sales and channel incentives
- ✓ Customer engagement
- ✓ Rewards solutions
- ✓ Consulting services

CLIENTS

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COMARCH

Comarch is a global provider of an end-to-end, AI-driven loyalty marketing platform that today's companies can use to increase customer lifetime value, drive brand awareness, and boost profits. Its collection of advanced yet easy-to-use IT tools allows businesses to build, run, and manage highly immersive B2B, B2C, and B2E loyalty programs & marketing campaigns with ease, as well as to deliver personalized CXs across multiple touchpoints. Incorporating the latest AI/Machine Learning algorithms, the platform enables Comarch clients to collect and analyze zero and first-party data effectively so they can identify and influence consumer behavior on various marketing fronts.

SCOPE OF SERVICES OFFERED

- ✓ Agile-based loyalty software with best time to value on the market
- ✓ Specialised AI – based marketing automation solution
- ✓ Know-how based software delivery
- ✓ Loyalty Concept – develop a sound concept for a successful loyalty program
- ✓ Diametrics – loyalty program health check

CLIENTS





DRIVE CUSTOMER LOYALTY

Benefit from over 25 years of experience with LoyaltyPlus.

LoyaltyPlus is an independent Customer Relationship Management (CRM) company committed to offering complete client retention through its cutting-edge loyalty programmes and partnerships.

The LoyaltyPlus solutions are a combination of advanced functionalities embedded in the strength of cutting-edge technology and cloud services, along with experience to deliver state-of-the-art solutions to you. We are specialists in the creation of loyalty software solutions, with a focus on the Frequent Flyer, Airline, Cargo, Retail, Leisure and Manage Services markets.

We strive to be the global leader in keeping your customers loyal to your brand. We will achieve this by relentlessly improving our customer reward solutions and become the preferred brand of choice to our customers, communities, and clients.

LoyaltyPlus Drives Customer Loyalty.

SCOPE OF SERVICES OFFERED

- ✓ Frequent Flyer
- ✓ Frequent Freighter
- ✓ Frequent Stay
- ✓ Frequent Shopper
- ✓ Manage Services
- ✓ Employee Rewards

CLIENTS

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The Sun International brand has a proud legacy in the gaming, hospitality, conferencing and leisure sectors. The Group's diverse South African property portfolio includes 15 hotels, two premier resorts and 11 well located casinos, all of which offer modern, fully-equipped conferencing and banqueting facilities. It is also the local industry leader in online gaming and betting through the SunBet platform which offers the latest global technology and the most innovative and exciting online betting experience.



Sun International is also home to one of the oldest loyalty programmes in South Africa. Our popular Sun Most Valued Guest (MVG) loyalty programme, was first launched in 1994, and today it rewards our customers with free membership and many other great offerings. It is a one-card solution that can be used across all our properties to ensure our members enjoy a seamless, and always exciting experience. Each MVG member's status is determined by tier credits which are awarded for spend across all Sun International properties, including our online platform SunBet. We have also make it possible for customers to earn more points: Casino points can be used for playback on their favourite casino game, online or in one of our land-based properties, while leisure points can be redeemed for many sought-after rewards. A range of benefits has been designed to delight all our customers.



In 2021, Sun International partnered with Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands. Anyone who signs up to the Sun GHA hospitality loyalty programme, will also become eligible to earn rewards and DISCOVERY Dollars (D\$) that can be redeemed at over 500 hotels belonging to 35 hotel brands in 85 countries. Membership to Sun GHA is also free.



HOTEL INFORMATION

Our Workshop will be held at Sun International's The Maslow – located in Sandton's financial district, only a few minutes away from the Sandton Gautrain station, Sandton City mall and Nelson Mandela Square and offers superior comfort, relaxation and elegance.



Maslow Sandton



Corner of Rivonia Road and Grayston Drive, Sandton, Gauteng



010 226 4600



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TESTIMONIALS

“ 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 did the online course as it allowed me the flexibility to study while I worked, and by becoming a member, it was great value. 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 (UAE)

“ Thanks for all your help. I am so excited to officially join the community loyalty marketing professionals and to have access to experts like yourself. Using the mechanism of loyalty marketing, I am trying to build a national rewards program to help revive the tourism & retail economy in few markets. I intend to benefit from your connections and expertise in this regard. I want to commend you all, for this amazing courseware, Although I have been working in this space and, but coursework and presentations have helped me enhance my understanding & gave deep insight into the beauty of loyalty marketing where-in everything so well-crafted is carefully designed to achieve the desired results. ”

Ilyas Zameer, Founder & CEO, The Travel Platform (USA)

“ I'd like to thank you and all your organization team members who helped me and all the others to gain the loyalty marketing knowledge and pass the exam to get the certificates After completing the program, my thoughts about the loyalty marketing field have been changed, thanks for the comprehensive Program, and for sure, I will be referring this program to my colleagues who might be interested in Loyalty marketing. ”

Mazen Obaid, Head of Loyalty Communications, Fawaz Al-Hokair Group (Saudi Arabia)

“ During the CLMP training this year, you presented the ROI model, which I found to be one of the more exciting parts of the overall material. We recently worked on a tender to acquire a new customer for i360 – a retail chain running 150 stores across the country supported by a robust e-commerce model. We spent more than 100 hours developing the ROI model you showed, primarily supplementing it with detailed parameters that needed to be considered while planning project finance. On top of that, we extrapolated the results for the following years and created detailed management dashboards of the implications of the costs incurred on EBITDA, depreciation, cash requirements, etc. As a result of this work, I have just signed a >1 mil USD contract with a new client. They conveyed that a significant factor in their decision to choose i360 was the professional development of ROI analytics. The above would not have been possible had it not been for your training.”

Tomasz Makaruk, CEO, i360 (Poland)

“ It's official! I am a Certified Loyalty Marketing Professional™! My love of loyalty has only deepened with completing this course. In my role I see first-hand how shoppers change their behaviour and shift their views because of loyalty, and this course has provided a great source of knowledge and inspiration to further fine-tune and develop more compelling offers for our retail clients and shoppers. Many thanks to The Loyalty Academy for your support and guidance in the past months. And thank you to Brand Loyalty for all your encouragement along the way! ”

Catherine Stuart, Sr. Insights Consultant, Brand Loyalty (Hong Kong China)

“ I'm very happy and satisfied about the course quality and the amount of knowledge I gained from it. The instructors were also very clear and knowledgeable about the subjects they were presenting, with extended explanation and examples to clarify the slides. ”

Ahmed Zaki, Fawaz Al-Hokair Group (Canada)

“ I am so grateful to be a part of this group. I felt the courses were thoughtfully put together and well structured. Also, the new portal experience was great. It was so helpful (and motivating) to see the progress and get to hit “mark complete” at the end of each course. I look forward to recommending this to other loyalty marketers! ”

Stacy Allgeier, MBA, Account Manager, Hinda (USA)

“ The conversations among the delegates, especially at the networking reception, are what makes this event unique. I especially liked private discussions with the sponsors. We have a loyalty program but I am always looking for new ideas, new technologies, possibly new partners. Sponsor conversations were far better than any sales call I've ever gotten from loyalty companies. ”

Anonymous Retailer (UAE)

“ What a great experience with The Loyalty Academy, something I would highly recommend if you are interested in loyalty marketing. Thank you for a wonderful time learning more about loyalty! Great to have this certification and look forward to using the knowledge gained to help our partners! ”

Mark Schoombie, Gratifii (UAE, South Africa, Australia)

“ Thank you so much! I really enjoyed the workshop – learned a lot and met some very interesting people. I had a great time listening to Mike talk and hearing his stories. Will definitely be building on this by reading and learning more and hopefully be able to implement loyalty marketing programs for some of our clients. Thanks again so much for your time, I really appreciated it. Hope to see you next time you come to Dubai! ”

Maazin Haque, Publicis Groupe (UAE)

“ I am extremely happy and pumped up taking up this course. The dedication and passion you have showcased in responding to each of my emails and sharing such a detailed analysis is inspiring. I feel wonderful and have learned immensely from the course. I have watched all the videos in the curriculum without skipping even the electives. It was a pleasure taking this up. Thanks for your guidance and support. Please let me know the next steps. I will spread the word in my circle, so that fellow colleagues also take up this wonderful course & get their certifications. Please continue the great work that you're doing! It's been a beautiful and amazing learning experience ”

Arjun Singh, Accenture, (India)

“ Thank you very much for the training and support. I was an IT guy in transaction processing for almost 27 years (came from Fifth Third/FTPS/Vantiv) and just recently moved to Loyalty. I think the growth opportunity is huge and very exciting. The Marketing training definitely helps open even more opportunities. By the way, Mike did a GREAT job!! ”

Sam Adams, FIS Global (USA)

“ Thanks for all the help. In the meantime, I would like to thank everyone at the loyalty academy and wise marketer for such detailed and insightful content on the subject matter. I have been breathing loyalty for a decade and yet there were so many new things that I learned during the course. All the details and courses are articulated to perfection. ”

Siddhant Jain, Capillary, (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)

“ 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)

“ I spent more than half of my life working as Head of IT and involved in so many data driven, dataanalysis 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)

“ This is something I have wanted to achieve for some time and I am grateful I gave it the time and attention needed. 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)

“ Absolutely thrilled today to join The Loyalty Academy group of Certified Loyalty Marketing Professionals™. I've completed my course, learned loads of great new insight, done the exam and the business case and am now proud to count myself as one of this brilliant group of 200+ loyalty professionals spread across the globe. I will be celebrating this weekend! Very proud to join this universe...excited to meet other CLMPs across the globe and share insight. ”

Charlie Hills, Managing Director & Head of Strategy, Mando-Connect (UK)

“ Great courses...this will absolutely help me in my day-to-day role! ”

Anna Tuohy, Director Program Delivery, Epsilon (US)

“ Thank you The Loyalty Academy! Feels great to be a part of such a unique & elite community of loyalty professionals. Margaret Meraw, MBA, CLMP & Michael Capizzi, CLMP – Thank you for your constant support during the entire course duration & after! ”

Krishma Chheda, Analytics Consultant (India)

“ 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)

“ This is AWESOME! Thank you both for putting together a great course! I've already got a lot of value out of it for my clients and look forward to continuing to put it to use. ”

Travis McCan, Sr. Relationship Marketing Strategist, DegDigital (USA)

“ Fantastic, thank you! I really enjoyed the CLMP process and courses and will definitely be taking more. Some great educational content there, nice work guys. ”

Glenn Shaw, Director of Business Development, Incentive Solutions Ltd (New Zealand)

“ Very thankful to The Loyalty Academy for the opportunity to participate. It was a great experience for me and I learned a LOT! Definitely would recommend to those considering options to continue their education in the loyalty industry. ”

Mike Templeton, Director of Digital Marketing & Guest Loyalty, Casey's (USA)

“ 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 can roll out to clients soon. Very pleased to have been awarded the CLMP from the The Loyalty Academy this month. I have really enjoyed all the courses and many of them have provided us with some great ideas that we have been able to take to clients and implement. ”

Melanie Parker, Director, Stream Loyalty (UK)

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

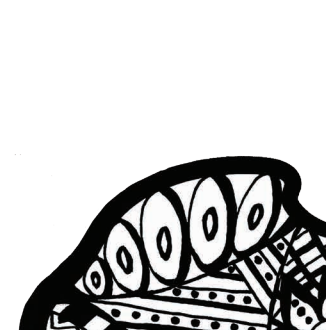
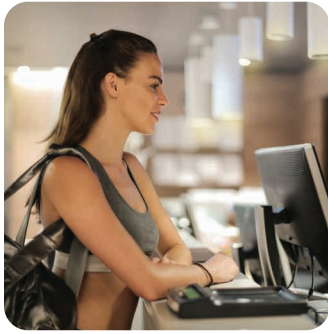
Pavel Los, Global Loyalty Program Manager, Shell (Czech Republic)

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

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

“ Thanks for all your help. I am so excited to officially join the community loyalty marketing professionals and to have access to experts like yourself. Using the mechanism of loyalty marketing, I am trying to build a national rewards program to help revive the tourism & retail economy in few markets. I intend to benefit from your connections and expertise in this regard. I want to commend you all, for this amazing courseware, Although I have been working in this space and, but coursework and presentations have helped me enhance my understanding & gave deep insight into the beauty of loyalty marketing where-in everything so well-crafted is carefully designed to achieve the desired results.” “Thanks for all your help. I am so excited to officially join the community loyalty marketing professionals and to have access to experts like yourself. Using the mechanism of loyalty marketing, I am trying to build a national rewards program to help revive the tourism & retail economy in few markets. I intend to benefit from your connections and expertise in this regard. I want to commend you all, for this amazing courseware, Although I have been working in this space and, but coursework and presentations have helped me enhance my understanding & gave deep insight into the beauty of loyalty marketing where-in everything so well-crafted is carefully designed to achieve the desired results.” ”

Ilyas Zameer, Founder & CEO, The Travel Platform (USA)



Credit:
Artist Lisa Furness