



FROM CASABLANCA TO NORTH
AND WEST AFRICA

LOYALTY ACADEMY™

CLMP CERTIFICATION WORKSHOP

AT HAYATT REGENCY HOTEL

20 TO 22 JUNE 2023

**Limited seats*



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EVENT INFORMATION

A world-class Certified Loyalty Marketing Professional Workshop is being offered in Casablanca for the first time by Loyalty Academy and 2WLS.

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

This workshop and its content are specially created and will be useful to a wide range of practitioners, managers, and directors in the fields of marketing, strategic planning, database marketing, business development, and account management, both for clients and agencies. Whether you already have a programme and want to evaluate or update its design, or you're considering developing and deploying a programme for the first time, this is the workshop that can help you the most.

- ✓ This is an in-person event led by senior faculty members of the Academy over a 3-day period.
- ✓ The workshop is intense and covers all core modules of the Loyalty Academy curriculum plus a selection of elective topics offered by Loyalty Academy.
- ✓ 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!**

\$1,750 per delegate

\$1500 early bird registration rate until April, 30th

****Limited seats***



AGENDA

Our Workshop runs over three full-day sessions and includes lunch on all 3 days as well as an invitation to the annual 2WLS GALA taking place the third day. You will receive both printed and digital copies of all lecture materials.

TUESDAY 20 JUNE – 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

WEDNESDAY 21 JUNE – 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

THURSDAY 22 JUNE – 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

The Wise Marketer Group (WMG) 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 500 CLMPs in over 40 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.



WORKSHOP FACILITATORS



**AARON
DAUPHINEE**

CLMP

**CHIEF MARKETING &
BUSINESS DEVELOPMENT
OFFICER**



Aaron leads marketing and business development teams for the Wise Marketer Group (WMG), a customer engagement and loyalty marketing media and education company. The Wise Marketer is the global source for unbiased customer loyalty news, research and insight for the \$202 BN loyalty industry. The Loyalty Academy is the only source for marketers to earn the Certified Loyalty Marketing Practitioner™ (CLMP™) designation globally through a proprietary, practitioner-based curriculum.

Aaron is an award winning B2B marketer with nearly 25 years of consumer-centric and data-driven marketing, market research, and loyalty and rewards industry experience. He is a recognized thought leader for how brands can use data intelligently to deliver value through their marketing efforts.

He is a marketing executive that has led the development and publication of The Loyalty Report for Bond Brand Loyalty; led marketing teams at Rubikloud (CMO) and Aimia; led client services for the small business division of what is now Gartner CEB; and delivered marketing strategy and plans for divisions of Alliance Data and Shell Canada. Aaron also taught Marketing for 5 years at what is now Toronto Metropolitan University in Toronto, Canada.

WORKSHOP FACILITATORS



SIHAM EL MEJJAD

CO-FOUNDER OF 2WLS



Siham, a co-founder of 2WLS in 2005, has helped many businesses create and carry out their loyalty strategies. Siham is fully knowledgeable about every aspect of starting and running a loyalty programme. She participated in more than 40 complete loyalty initiatives. 2WLS provided a number of innovative solutions in the loyalty arena for a variety of companies, customers, and market groups.

MEET OUR SPONSOR



2WLS offers brands **tailor-made solutions** to maintain a profitable relationship with their customers and **build loyalty**.

HAV solutions

Offer a high value-added loyalty and datamarketing solution

Technologies

Provide customized back office and front office loyalty technology



360° offer

Assistance at all the business levels to offer support from project management to deployment and operations

Profitability

Ensure our clients' profitability and turnover increase

Our experts advise and guide brands to enhance their customer knowledge through data intelligence

REFERENCES



Learn more



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world-wide-loyalty-system



<https://www.2wls.com>

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.

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



HOTEL INFORMATION

Our workshop will take place at the **Hyatt Regency Casablanca** located in Casablanca, 600 meters from the old medina and the markets of Casablanca, just a few minutes from the beach of Ain Diab and 2.5 km from the Hassan II mosque. It is also 31.7 km from the Mohammed V international airport in Casablanca.

NEGOTIATED HOTEL RATES ARE AVAILABLE.

CONTACT US FOR MORE DETAILS



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TESTIMONIALS

"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)

"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)

"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)

"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)

"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)

TESTIMONIALS

"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'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)
