

*Fasten your seatbelts. Roll up your shirtsleeves.
And prepare yourself for an information packed day.*



Building Customer Loyalty

Includes FREE copy
of 2018 Loyalty Report

How to Create, Expand and Enhance Loyalty Programs That Actually Work

Attend this powerful one-day workshop and you'll discover all the strategies, tactics and weapons you need to use and understand to win the battle for loyalty and drive the most revenue and profit from your investment in your customers. You (and your team) will learn how to apply this proven customer-retention secrets across all platforms, including mobile, social and print.

April 19, 2018

Sheraton Parkway Toronto North

Are you missing out on maximum results? Probably. More than 9 in 10 marketers miss out because they don't use the "secrets" of total loyalty program management.

How's your Loyalty IQ? Take a few seconds for this little quiz and find out.

- A. What percentage of Canadians would like to interact with loyalty programs on their mobile device?
- B. What percentage of members enroll online compared with 45 percent at a brand's location?
- C. What percentage of program members don't know if their program offers a mobile app?
- D. What percentage of members are very satisfied with their program's customer support experience?
- E. What percentage of members are satisfied with the level of personalization they experience with their program?
- F. What percentage of members strongly agree that programs are trustworthy?
- G. What percentage of members are very satisfied with the level of effort needed to earn a new reward or benefit?
- H. What percentage of members don't know their points balance and 41 percent are unaware of their points' value?
and... What is the total value of points are currently left unredeemed by members?

(see page 2 inside for the answers)

See why inside 

Loyalty is a Marketing Heavyweight

At this one-day intensive workshop, the gloves come off as we pit champions versus challengers in a battle for consumer love and loyalty. Changes in program member attitudes and behaviours are reshaping the loyalty landscape and pressuring the status quo.

Loyalty program design does not need to rely solely on the familiar punch of a dividend. It's about hitting smarter and punching above your weight with a superior customer experience that recognizes your best customers. With more programs competing for their attention, hyper-informed consumers expect personalized and shared interactions across a brand's loyalty ecosystem.

A program's success hinges on its humanity and ability to respond to competitive pressures, embrace evolving technologies and create a better member experience. To differentiate and knock out your competition, your loyalty program must adapt, surprise and delight.

Step into the Ring.

With increasing challenges in the battle for love and loyalty, programs must keep their gloves raised to maintain their heavyweight status. Of all the ways in which members interact with and evaluate loyalty programs, the experience matters the most. Experience drivers are more important than monetary drivers in achieving program satisfaction. Not surprisingly, earn and burn elements are important; however, it's the experience that makes the greatest difference in overall satisfaction. The experience—comprising the digital experience, human touch, and the way in which a program aligns with the brand—also offers the greatest opportunity to differentiate from competitors.

Attend this Workshop and Leave Your Competition Behind

Members evaluate their programs on a variety of attributes, benefits, and experiences. But which are the most influential drivers of satisfaction? We look at in-depth regression-based analysis to understand the most important factors driving members to be very satisfied with their program. Results show a meaningful mix of dividend, reward, and experience elements are the most important drivers of member satisfaction.

But we're just getting started. Join us on April 19th and you'll get more than you can possibly imagine for a single day.

Bring your team. Bring us your most difficult challenges. Ask questions. Get answers. Get results.

YOU MAY ALSO REGISTER AT

www.dmn.ca • Click on the seminar link.

Presented by:



Attend and discover hundreds of ways to improve each element in your direct mail package so you get the maximum response to your next campaign.

2018 Workshop Agenda

8:00 am Registration Opens
Continental Breakfast | Networking

8:45 am Welcome, Introductions

9:00-10:00 am The Loyalty Report 2018

We delve inside the most extensive research report on loyalty marketing in Canada. We'll examine the key findings in more detail. We'll interpret what some of the results means for loyalty programs in general and for tactical decisions in particular. We'll present added findings from this year's research as well as show you what you need to be thinking about for future campaigns and operational objectives. And more.

10:15 am -12:30 pm

Engagement & Loyalty Workshop with Scott Robinson

Now that we've seen and examined how your customers and potential customers are reacting to, using and adapting to loyalty programs, we'll roll up our sleeves and get down to the business of turning information into action. Scott brings a hands-on approach to demonstrating the key tools you'll need to enroll, engage and embrace your members. He'll show you how smart marketers are anticipating the way consumers want to hear from you, and the ways you have at your disposal to ensure you're doing what you need to do to meet future challenges. And much more.

12:30-1:30 pm Lunch

1:30-2:15 pm Mapping the Human and Digital Journey to Customer Engagement – Workshop with Maria Pallante & Morana Bakula

One of the keys to a great and successful loyalty program is the ability to both understand and to implement operational programs that balance and interpret consumer and member demand for their loyalty. This mini-workshop outlines ideas and tactics you can use immediately to provide great experiences for your members. There are stories to tell and outcomes to evaluate in every program.

2:15-2:45 pm Break | Networking | Discussion | Refreshments

2:45-3:45 pm A Question of Data Analytics & What to Do – Rich Boire, Environics Analytics

One of Canada's top data analytics experts leads you through the newest, best, deepest and most sought-after intensives about the rapidly evolving world of customer analytics, big data and big results. Richard Boire of Environics Analytics has long been one of Canada's most trusted advisors and program builders in this world. You'll come away with insights about the role of analytics and big data in your customer loyalty programs no matter what kind of program you have or what kind of data you collect and process. Don't miss it.

3:45-4:30 pm Expert Panel Discussion

The day's speakers as well as one or two special guests will sum up the findings, tap into your thoughts, discuss your individual cases, add other insights, tell their favourite success stories, and in general allow you to pick their brains, engage them in debate or simply listen to the feedback.

4:30-5:00 pm Closing comments & networking reception

Loyalty IQ Answers

A. 47% B. 27% C. 65% D. 26% E. 14% F. 24% G. 16% H. 55%

And...an estimated \$16 billion in points are currently left unredeemed by members.

HOW DID YOU DO?

Speakers



**Maria Pallante, Vice President,
Loyalty Solutions**

Maria leads a loyalty marketing operations team specializing in launching, managing and optimizing programs for North American clients. Her focus is on implementing effective customer retention and engagement strategies, underpinned by operational excellence. Maria has established a disciplined approach to implementations that is leveraged for all clients, and serves as the basis for our Operational Readiness Assessments.



Morana Bakula, Vice President, Customer Experience

Morana leads Bond's Customer Experience practice which includes a multidisciplinary team of Customer Experience Strategists, Learning Strategists, Instructional Designers and Project Managers. Morana is a trusted client adviser and an award-winning learning professional with 10 years of experience architecting strategic learning and motivation solutions while bringing tremendous passion and commitment to helping our clients deliver a sustained differentiated customer experience.



**Scott Robinson, Vice President,
Design & Strategy**

Scott Robinson leads Bond Brand Loyalty's Loyalty Consulting & Solutions discipline and is our thought leader for consumer loyalty strategy engagements. His focus is enabling clients with the best possible solutions for their specific objectives and environments, and ensuring Bond maintains market leadership in terms of loyalty and CRM innovation, technique and approach.



**Richard Boire, Senior Vice President,
Environics Analytics.**

A recognized authority on predictive analytics and data science, Richard Boire is Senior Vice President of the Innovation Hub at Environics Analytics, where he focuses on transforming data into insights to drive more effective CRM results. With over 30 years of experience in relationship and database marketing, Richard pioneered the use of predictive modeling for direct marketing applications while working for American Express and Reader's Digest. In 1994, he formed an analytics and database consultancy that became the Boire Filler Group, offering analytical and database services. Active in the marketing community, he has taught applied statistics, data mining and database marketing at several Canadian colleges and universities. In addition, he has served as a speaker and chair of a number of trade conferences for organizations such as the Canadian Marketing Association and Direct Marketing Association. He is the author of *Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Problems*

4 EASY WAYS TO REGISTER:



Online

www.paymentsbusiness.ca



Fax

it to us at 905.201.6601, 24 hours a day. You will receive confirmation by fax and an invoice will follow in the mail.



Call

1.800.668.1838 or 905.201.6600 from 9:00 am to 5:00 pm EST. We will fax your confirmation and mail you an invoice.



Mail

your form with cheque payable to *Lloydmedia Inc.* or credit card information to:
302-137 Main Street North
Markham ON L3P 1Y2

Location:

Sheraton Parkway Toronto North
9005 Leslie St,
Richmond Hill,
ON L4B 1B2

Cancellation Policy:

You may cancel and receive a full refund up to 5 business days before the start of the seminar – by Monday, April 12, 2018. We must be notified in writing by fax at 905.201.6601. Delegates cancelling within 5 days will be subject to a fee of \$595.00 per person. No-shows will be responsible for 100% of the registration fee. Delegate substitution is permitted.

YES! I would like to reserve a place at the Building Customer Loyalty workshop, April 19, 2018. Please enter my registration, which I may cancel up to 5 days before the seminar without penalty.

COMPANY/ORGANIZATION: (PLEASE PRINT CLEARLY)

COMPANY _____

ADDRESS _____

CITY _____ PROV/ST _____ POSTAL/ZIP _____

PHONE _____ FAX _____

PLEASE RESERVE SEATS FOR THE FOLLOWING:

NAME _____ TITLE _____

E-MAIL _____

NAME _____ TITLE _____

E-MAIL _____

NAME _____ TITLE _____

E-MAIL _____

NAME _____ TITLE _____

E-MAIL _____

PLEASE CHECK ONE OPTION:

INDIVIDUAL REGISTRATION FEE:

\$795.00 plus \$103.35 HST = \$898.35 total per person

CORPORATE REGISTRATION (send up to 4 individuals and SAVE!)

\$2195.00 plus \$285.35 HST = \$2480.35 total per group

METHOD OF PAYMENT:

Cheque enclosed, payable to *Lloydmedia Inc.* Bill my company

Amex VISA MasterCard

CREDIT CARD # _____ EXPIRY DATE _____

CARDHOLDER NAME _____

CARD BILLING ADDRESS _____

*Enroll as many as you can.
Remember, the best campaign
comes from a collaboration.*

Building Customer Loyalty

How to Create, Expand and Enhance Loyalty Programs That Actually Work

“Before this course I had no exposure to direct marketing and now I have a wealth of knowledge, not only to use, but to share with my colleagues.”

Melissa Morrison
Assoc. Mktg. Mgr.
Canadian Tire

“I have taken many marketing courses in the past and this one is light years ahead with regard to insight and presentation.”

Radek Cecha
Mktg. Mgr.
Stitt Feld Handy Group

“After taking this seminar I can see many ways to improve our existing direct mail so it really, really works.”

Mike Starr
Asst. Mgr., Sm. Bus. Mktg.
Canada Post

“Very valuable tools learned in this course.”

Jason Babb
Mktg. Coordinator
Carswell

Memo:

To: Every **MARKETER** who agonizes over ideas and channels to create loyal customers
Every **DATA ANALYST** who labours with disconnected silos, incomplete fields, uncertain sources and roots through thousands of algorithms to forge, concoct or cook up the dashboards.
Every **CUSTOMER SPECIALIST** whose survival and well-being depends on how well the members respond

From: The publishers of *Direct Marketing*

About: Answers to your toughest questions... and possibly to your most urgent prayers

“Provided valuable tips and ideas for our direct mail marketing programs. And a great manual!”
Richard Austen
CML Emergency Services

Presented by:



“I am new to marketing - the discipline covered in this course has given me a great foundation on which to build. Although I don't focus on direct marketing at this stage - lot's of ideas to apply to my current focus.”

Janet Reid
Mgr., Trust
RBC - Global Private Banking

“Refreshingly insightful. Raises awareness of the importance of a carefully thought out direct response campaign from the target perspective.”

Monique Tremblay
Mgr., Sm. Bus. Mktg.
Canada Post

“Whether you are new to DM or have years of experience, this course offers the best of the basic fundamentals of creating DM that works.”

Luanne Pucci
Supervisor Creative Services
Carswell



Sheraton Parkway Toronto North
9005 Leslie St, Richmond Hill ON

April 19, 2018

Register at www.dmn.ca

DIRECT MARKETING
302-137 Main Street North
Markham ON L3P 1Y2

