

“Understanding your customers’ needs not only increases your customer lifetime value, but also increases your community of customers”

-Randall Mocke, Executive Director, Mocking Bull

- Attend and grow your community

# LOYALTY & REWARDS CONFERENCE & EXHIBITION

*acquire, retain, reward*

29 February, 1 & 2 March 2012  
Indaba Hotel, Fourways, Johannesburg

Some of our top class panel of expert speakers

Anretia Ferreira, Founder & Marketing, Blue Steering

Warren Moss, Chief Executive Officer, Demographica

Paul Hoffman, Manager, H2P Project Management

Joshin Raghubar, Managing Director, Ikineo

Mariëtte Oosthuizen, Account Manager, LoyaltyPlus Accolades

Tanya Grobler, Chief Executive Officer, Mahala

Chris Rolfe, Chief Executive Officer, Mobilitrix

Randall Mocke, Executive Director, Mocking Bull

Wayne Levine, Managing Director, NXT

Amanda Cromhout, Managing Director, Truth

Ina Meiring, Director, Werksmans Advisory Services

Paul Lange, Director and Founder, WOW Marketing

Ryan Bacher, Managing Director, Net Florist

Fred Roed, Chief Executive Officer, World Wide Creative

Clayton Hayward, Director, Mobicover

James Rheeder, Head: Absa Rewards, Absa

John Shaw, Marketing Director, Client Centric Solutions

Dr. David Fraser, Group Chief Technology Officer, Blue Label Telecoms

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Topics to be addressed:

**Good, the bad and the ugly of loyalty programmes** Mobile innovation: using mobile for loyalty and retention Staff and channel rewards and recognition programmes Loyalty programme aimed at the lower end market *Engagement and loyalty with customers over email* Customer centricity: the ultimate prize from loyalty Rewards programme technology and management Want loyalty? Get a dog



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# Loyalty defined: true, faithful, or devote

Loyalty to a brand, product, or service is the foundation of customer retention. This does not necessarily mean repeat business or keeping a client from your competitor. It is more than that; it's instilling advocacy for you, for your brand, for your product.

As we have evolved in the way we shop, the way we purchase, the way we make our buying decisions - so has the way we perceive client service. In the era of technology, and fast paced living, consumers are craving an even greater need for individualized, client-orientated, service. This is where customer loyalty and rewarding that customer for his/her loyalty, plays an imperative role.

It has been estimated that acquiring a new client is five times more expensive than retaining a current client. In a relationship such as this, it has become a win-win for both parties involved. It is the building of a long-term B2C bond where the fruit of the relationship will be reaped for generations to come.

The inaugural Loyalty and Rewards Conference and Exhibition 2012 will lend itself to the birth of innovative ideas, technology, implementation, and the answering of numerous questions relating to loyalty and rewards:

- How does the South African loyalty industry fit into the international arena?
- How does customer retention compare to new customer acquisition?
- What innovations has the loyalty industry developed in response to recent economic events?
- How to establish a partnership between multiple brands and loyalty programme providers.
- What is the impact of loyalty programmes on inbound and outbound marketing?
- What does the future hold for loyalty programmes in South Africa?
- Where is technology taking loyalty programmes?
- How does the National Protection Act and loyalty programmes relate?

This three day conference features almost 18 speakers, 6 sessions, a case study, and a workshop. The conference will be adjacent to a full exhibition, showcasing the latest technology, and innovations.

We invite all people dealing with loyalty and rewards in various sectors across the board. Stakeholders in media, travel, hospitality, marketing, banking, telecommunications, branding, client relations, IT, service providers, retail, and e-Commerce.

We have assembled the best possible speaker panel which comprises of experts in the loyalty and rewards field. They will provide for interactive discussions on what is relevant in today's loyalty and rewards market.

Our track record in organizing top-class events for various sectors speaks for itself. Sectors that include, e-Commerce, banking, IT, on-line retail and marketing, and much more. Our recent Payments Southern Africa Conference and Exhibition 2011, attracted over 250 delegates from around the African continent.

Join us for the inaugural Loyalty and Rewards Conference and Exhibition 2012 which will provide you with the knowledge to steer the South African loyalty and rewards industry to new heights.



## About Trade Conferences International

Established in 2002, TCI is your technology event organiser of choice. We understand technology and have the ability to identify the right audience to showcase the latest technology developments in different industries, whether it is health, banking, transport, water, education, tourism, mining, housing or any industry where technology and innovation form part of future developments.

TCI has organised nearly 200 events in the last nine years, with the guidance of a highly experienced and dedicated team. TCI arranges the most up-to-date conferences, exhibitions and special events focusing on relevant and pertinent issues facing a specific industry, with upstream topics and high quality presenters.

We know how to determine the right market for both delegates and exhibitors.



## WHO MUST ATTEND?

This event will be especially beneficial to professionals dealing with:

- marketing,
  - branding,
  - customer relations,
  - customer loyalty,
  - CRM,
  - CVM,
  - loyalty and customer communications,
  - digital communications,
  - brand development,
  - customer development,
  - multi channel marketing,
  - loyalty marketing,
  - rewards and loyalty programmes,
  - client management,
  - business development,
  - account management,
  - on-line marketing,
  - mobile marketing,
  - digital media,
- to attend this extraordinary event.

## TCI's Events

### 2011 's biggest financial conferences:

- Mobile Banking Southern Africa Conference & Exhibition
- Payments Southern African Conference & Exhibition

### Upcoming conferences:

- IT Architecture Conference Cape Town 2012
- Call Centres Cape Town 2012
- Mobile Banking Southern Africa Conference & Exhibition 2012
- Governance, Risk & Compliance Conference 2012
- HR in Banking 2012
- Microfinance 2012
- On-line Retailing 2012
- Payments 2012

08:15 Registrations and morning refreshments

08:50 Opening remarks

Conference Chairperson:

Larry O'Sullivan, Relationship Manager, Rand Merchant Bank

## OVERVIEW

09: 00 **The good, the bad and the ugly of loyalty programmes**

- what works and doesn't work for the consumer
- how to avoid embarrassment
- creating the WOW and rewarding the customer

Paul Hoffman, Manager, H2P Project Management

09:35 **Want loyalty? Get a dog**

- retention vs loyalty
- business strategy vs marketing programme
- tools of the trade
- culture eats strategy for breakfast
- want loyal. be loyal

Joshin Raghuram, Managing Director, Ikineo

## INNOVATION

10:10 **Loyalty programme aimed at the lower end market**

- loyalty structure
- innovative communication
- relative offerings to the market segment
- education to the end user
- case studies
- feature strategy

Tanya Grobler, Chief Executive Officer, Mahala Loyalty Programme

10:45 **Mid-morning refreshments**

11:20 **Customer centricity: the ultimate prize from loyalty**

- is loyalty a strategy or a programme?
- how to transform your business via your loyalty initiative
- discover how to maximise your loyalty ROI

Amanda Cromhout, Managing Director, Truth

11:55 **Mobile Innovation: Loyalty and Retention Using Mobile Mobile incentives and rewards: the new frontier for mobile marketing**

- defining mobile rewards ( vouchers, coupons and virtual rewards)
- integrating mobile rewards into an existing loyalty programme
- managing mobile data to increase customer acquisition and retention
- advantages and disadvantages of digital versus paper coupons
- measuring ROI in mobile rewards
- practicalities and challenges in application development and integration
- case studies and demonstrations

Chris Rolfe, Chief Executive Officer, Mobilitrax

12:30 **Lunch**

## TECHNOLOGY

13:30 **Engagement and loyalty with customers over email (CASE STUDY)**

- design
- copy
- insensitive
- initiative
- being upfront

Warren Moss, Chief Executive Officer, Demographica

14:05 **Rewards programme technology and management**

- technology platforms - manage the customer and transactions
- challenges from a highly competitive market
- customer intelligence - predicting and influencing behaviour
- future requirements from technology platforms
- the power of cloud - future platform enabler?
- integrating social media to your platform - the ultimate experience

Mariëtte Oosthuizen, Account Manager, Loyaltyplus Accolades (Pty) Ltd

14:40 **Mid-afternoon refreshments**

15:05 **Common interest communities (CIC):**

- Defining CIC's - they are communities of consumers who have a specific common link amongst them. This could include an affinity to a brand or common interest.
- What has technology and connectivity brought to the table of CRM and loyalty brand management?

• What are the new platforms?

- Convergence digital technologies:
  - As a platform, they provide a number of new interactive methods for communication with common brands CICs
  - Will also look at the risk of fragmenting such brand interaction with its CIC, and how this problem can be addressed
- Mobile as the primary digital channel - that adds the most real-time interactive value to both the CIC and the brand
  - Will discuss the important steps a brand needs to take before it can start interacting with its CIC via mobile.
- Local case studies to be discussed on how brands have utilised convergence digital technologies in both communicating with its CIC and building brands so that they are monetized

Wayne Levine, Managing Director, NXT

15:40 **End of day 1**

08:15 **Morning refreshments**

09:00 **Opening remarks**

09: 05 **Mobile Device Eco-systems Enablement**

With every cycle of innovation, companies are looking at ways they can launch into a leading position by using the latest technology enablers. The explosive growth in mobile technology is creating huge opportunities for business to engage with customers and provide innovative new products and services.

We enable the end-to-end delivery of Mobile Channel services and transaction fulfillment in a Business-to-Consumer (B2C) and Business-to-Business (B2B) environment, utilising dominant smartphone and feature phone application frameworks.

Clayton Hayward, Director, Mobicover

## MANAGEMENT AND IMPLEMENTATION

09:40 **Staff and channel rewards and recognition programmes**

- background - case study staff
- programme - case study channel
- programme - questions and answer

Paul Lange, Director and Founder, WOW Marketing Services

10:15 **Enhancing micro insurance products with value added benefits and loyalty programs**

- understanding customer needs/desires
- product development
- product placement and targeting
- increasing sales
- improving retention
- practical product examples

Randall Mocke, Executive Director, Mocking Bull Holdings

10:45 **Mid-morning refreshments**

11:20 **Trend setting and customisation of a loyalty programme to be the no1 choice**

Anretia Ferreira, Founder & Marketing, Blue Steering

11:55 **Managing the modern customer's rewards expectations - A science, an art or both?**

- earned rewards are no longer just luxuries, but used by many for basic life costs
- consumers prefer flexibility - cash (enabled digitally, NFC going to make it easier)
- consumers are becoming wiser - Transparency, analysing value for all parties involved (risk of social media in the case of no value/transparency)
- concise and customised communication is the name of the game - Existing Customer Management (ECM) - (character combined with behaviour, advanced analytics)
- rewards programmes are not a silver bullet to loyalty (pricing, product, service, etc. are implicit drivers)

James Rheeder, Head, ABSA Rewards

12:30 **Lunch**

13:20 **Why social media is your most important customer loyalty tool**

- how digital marketing has changed customer loyalty programmes forever?
- the dynamics behind customer loyalty online
- What is the true reward that your customer is looking for?
- how to build a social CRM strategy?
- the single biggest mistake companies make when using social media

Fred Roed, Chief Executive Officer, Worl Wide Creative

- 13:55 CASE STUDY: NetFlorist and Loyalty in ecommerce**
- the NetFlorist story
  - how NetFlorist drives loyalty across its stable of brands
- Ryan Bacher, Managing Director, Net Florist**

## GOVERNANCE AND COMPLIANCE

- 14:30 Governance and compliance**
- application of the consumer protection act
  - a loyalty award as consideration for a transaction to conclude
  - document content
  - duties of sponsors and suppliers
  - restriction on availability
- Ina Meiring, Director, Werkmans Advisory Services**

- 15:05 Closing of Conference**  
**15:10 Mid-afternoon refreshments**

### Day Three - Friday 2 March 2012

#### Loyalty and Rewards Workshop

*It's a workshop folks: so roll-up your sleeves, come prepared to interact, and let's put the theory into practice*

- 08h30 - 08h50** Welcome coffee  
**08h50 - 08h55** TCI Introduction  
**08h55 - 09h10** Chris Rolfe workshop overview
- 09h10 - 10h00** Demo and Live interaction session
- Live demonstration
  - Interactive learning
  - Real time access to data and results
- Chris Rolfe, CEO, Mobilitrix
- 10h00 - 10h50** Using the Data and Extracting Value
- Holistic view of customer engagement and achieving a measurable ROI
  - The value of customer data
  - Tracking and measuring customer engagement to calculate ROI and life-time value of customers
- John Shaw, Marketing Director, Client Centric Solutions
- 10h50 - 11h15** Tea Break
- 11h15 - 12h00** The Retail Landscape in 2012
- An overview of the formal vs. informal retail in South Africa
  - Point of Sale: realities and capabilities today
  - Where are we going? Future trends in retail loyalty
- Dr. David Fraser, Group Chief Technology Officer, Blue Label Telecoms
- 12h00 - 12h30** Workshop Wrap Up and Learnings  
 Chris Rolfe, CEO, Mobilitrix
- 12h30** Lunch

## More about our conference sessions

Overview of the loyalty and rewards landscape in South Africa  
 The development of loyalty programmes in South Africa has grown and changed incredibly over the past two decades. Infiltrating almost every sector ranging from banks, hospitality, travel, gambling, and retail.  
 In this day and age where the consumer is alpha and customer service is omega, a customer-centric strategy is imperative for the retention of clients. Clients should be acknowledged and rewarded for their loyalty to your brand and your product.

**Loyalty and Rewards: Innovation**  
 Sources of innovation in loyalty have not just been driven by service providers, but mostly by technology. All aspects of various technological mediums have been touched by the loyalty industry. Challenges in niche marketing have resulted in multiple brand partnerships, thus manipulating the consumer, to only identify with certain group of brands, products and services.

**Loyalty and Rewards: Technology**  
 This session will analyze the various forms of technology in loyalty and rewards; from your traditional loyalty such as cards, to more innovative technology such as mobile, internet, and e-Commerce.  
 Social media platforms are playing a tremendous role in marketing today, allowing any marketer to individualise its marketing strategy.

**Loyalty and Rewards: Integration**  
 Integration is the sum of campaign management, adaptation to your market, brand loyalty, social networks, and much more. These are all aspects of client centricity to create, manage and implement the perfect loyalty programme; this will result in building and maintaining strong client relationships, which will not just last a season, but form part of a generation's daily life.

**Loyalty and Rewards: Governance and Compliance**  
 This section will discuss the influencing factors that govern a loyalty programme. The security of databases, a consumer's right to confidentiality, and the National Consumer Protection Act.

## Our speaker line-up!

 Amanda Cromhout Managing Director Truth	 Chris Rolfe Chief Executive Officer Mobilitrix	 Joshin Raghubar Managing Director Ikineo	 Ina Meiring Director Werkmans Advisory Services
 Clayton Hayward Director Mobicover	 John Shaw Marketing Director Client Centric Solutions	 Dr. David Fraser Group Chief Technology Officer Net Florist	
 Randall Mocke Executive Director Mocking Bull	 Warren Moss Chief Executive Officer Demographica	 Wayne Levine Managing Director NXT	 Anretia Ferreira Founder & Marketing Blue Steering
 Fred Roed Chief Executive Officer World Wide Creative	 Ryan Bacher Managing Director Net Florist	 James Rheeder Head: Absa Rewards Absa	
 Paul Hoffman Chief Executive Officer H2P project Management	 Mariette Oosthuizen Head: Marketing LoyaltyPlus	 Paul Lange Director WOW Marketing Services	 Tanya Grobler Managing Director Mahala

### Branding your company at the Loyalty and Rewards Conference and Exhibition 2012

Events hosted by TCI provide opportunities for sponsors and exhibitors to interact with a niche audience that attend our conferences.

Marketing your company's products or services through exhibiting at our conferences allows you advantageous networking opportunities. The sponsoring/exhibiting companies are granted the chance to penetrate the loyalty and rewards industry and place themselves in a position that carves them out as participating leaders in South Africa.

Sponsorship and marketing opportunities include packages to suit your company's branding requirements: from premium packages such as gold, silver, and bronze sponsorships; cocktail and lunch sponsorships through to branding of delegate bags, folders and other conference materials.

Should you answer yes to any of the following questions, marketing and exhibiting at Loyalty and Rewards Conference and Exhibition is the right option for you...

- Are you interested in your company's profile being positioned as an industry leader?
- Are you interested in gaining direct access to top quality audience members made up of the role players in the rewards industry?
- Are you interested in maintaining your company's status as an active and committed participant to develop the rewards industry in South Africa?
- Are you interested in creating and maintaining brand recognition by providing a permanent reminder of your products / services to a niche audience consisting of high powered delegates and speakers?

**FOR SPEAKER AND/OR EXHIBITION OPPORTUNITIES  
 PLEASE CONTACT DANIE HERBST ON 011 803 0009**

# DELEGATE REGISTRATION FORM

## Loyalty & Rewards Conference & Exhibition 2012

29 February, 1 & 2 March, Indaba Hotel, Fourways, Johannesburg

Please register the following delegates for the above conference :

FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_ CELL : \_\_\_\_\_

FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_ CELL : \_\_\_\_\_

FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_ CELL : \_\_\_\_\_

FULL NAME : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_ CELL : \_\_\_\_\_

(Please note that cellphone numbers will only be used for quantitative research at the conference)

ORGANISATION : \_\_\_\_\_ COMPANY VAT NO : \_\_\_\_\_

COMPANY TEL NO : \_\_\_\_\_ FAX NO : \_\_\_\_\_

PERSON DEALING WITH ACCOUNTS : \_\_\_\_\_ EMAIL : \_\_\_\_\_

POSTAL ADDRESS : \_\_\_\_\_

DIETARY PREFERENCE (PLEASE INDICATE): \_\_\_\_\_

### REGISTRATION DETAILS :

#### Registration fee

Registration Fee: R6 500 + VAT = R7 410,00 p.p.

For three or more bookings from the same department  
or company R5 525 + VAT = R6 298,50 p.p.

*Registration cost does not include transport and accommodation*

#### 4 Simple Ways To Register



Fax: 086 582 2981



Contact us for more  
information 011 803-0009



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PO Box 665, Fourways, 2055



E-mail: info@tci-sa.co.za

**Please note:** Upon receiving the registration form, an invoice will be issued electronically. In order to guarantee your booking, payments must be made within 5 days of receiving the invoice. When payments are made, please supply the bank with your company name as reference.

Fees include lunch, refreshments and conference documentation. The organisers reserve the right to make necessary changes to the programmes, speakers, venue or the dates should the need arise.

**CANCELLATIONS:** will only be permitted within 5 days of registration. Thereafter your organisation will be held liable for payment of the full amount with no exceptions. Cancellations must be done in writing and forwarded to Ryno van Ellewee at [info@tci-sa.co.za](mailto:info@tci-sa.co.za) or faxed to 086 582 2981.

**NB: I hereby acknowledge that I have read and understood all the terms and conditions of registration, and have the authority to approve the registration**

FULL AMOUNT TO BE PAID : \_\_\_\_\_ (incl VAT)

FULL NAME OF APPROVING MANAGER : \_\_\_\_\_

DESIGNATION : \_\_\_\_\_ EMAIL : \_\_\_\_\_

APPROVING MANAGER'S SIGNATURE : \_\_\_\_\_ DATE : \_\_\_\_\_

# SPONSORSHIP & EXHIBITION REGISTRATION FORM

## Loyalty & Rewards Conference & Exhibition 2012

29 February, 1 & 2 March, Indaba Hotel, Fourways, Johannesburg

**The size of your budget doesn't matter. TCI will create the right branding opportunity for you**

Please tick the option/s you are interested in and either fax or email the form back to TCI: Fax: 086 582 2981, or e-mail to [info@tci-sa.co.za](mailto:info@tci-sa.co.za)

- |                                                                                                                                                     |                                                                                                                                                       |
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| <input type="checkbox"/> <b>GOLD SPONSOR:</b> package to be finalised                                                                               | <input type="checkbox"/> <b>SILVER SPONSOR:</b> package to be finalized                                                                               |
| <input type="checkbox"/> <b>COCKTAIL SPONSOR:</b> R50 000                                                                                           | <input type="checkbox"/> <b>BANNERS:</b> R4 600                                                                                                       |
| <input type="checkbox"/> <b>COFFEE &amp; REFRESHMENT AREA:</b> R15 000                                                                              | <input type="checkbox"/> <b>DELEGATE FOLDERS:</b> R7 000                                                                                              |
| <input type="checkbox"/> <b>BRANDING OF REGISTRATION AREA:</b> R22 000                                                                              | <input type="checkbox"/> <b>DELEGATE CD ROMS:</b> R4 500                                                                                              |
| <input type="checkbox"/> <b>VISITORS &amp; DELEGATES CARRY BAGS:</b> R10 000                                                                        | <input type="checkbox"/> <b>NAME BADGES:</b> R8 000                                                                                                   |
| <input type="checkbox"/> <b>PROMOTIONAL INSERTS:</b> R1 000 - R10 000                                                                               | <input type="checkbox"/> <b>BEVERAGE SPONSOR:</b> R1 000 - R5 000                                                                                     |
| <input type="checkbox"/> <b>PROMOTIONAL GIFTS:</b> R1 000 - R10 000                                                                                 | <input type="checkbox"/> <b>LUNCH TABLE SPONSOR:</b> R3 000                                                                                           |
| <input type="checkbox"/> <b>DELEGATE GIFTS:</b> R1 000 - R10 000                                                                                    | <input type="checkbox"/> <b>TECHNICAL EQUIPMENT:</b> R1 000 - R15 000                                                                                 |
| <input type="checkbox"/> <b>EXHIBITION STAND:</b> 3 x 3 s.qm = R11 700,00 + VAT = R 13 338,00<br>(Exhibition for first two days of conference only) | <input type="checkbox"/> <b>OPEN SPACE =</b> R1000 per sqm (Only for stand bigger than 18 sqm)<br><i>All the above prices are quoted without VAT.</i> |

COMPANY NAME : \_\_\_\_\_ CONTACT PERSON : \_\_\_\_\_

COMPANY PHONE NO : \_\_\_\_\_ COMPANY FAX NO : \_\_\_\_\_

PERSON DEALING WITH ACCOUNTS : \_\_\_\_\_ E-MAIL ADDRESS : \_\_\_\_\_

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APPROVING MANAGER : \_\_\_\_\_ COMPANY VAT NO : \_\_\_\_\_

DATE : \_\_\_\_\_ SIGNATURE : \_\_\_\_\_ AMOUNT (incl. VAT) \_\_\_\_\_

**Please note:** Upon receiving the signed sponsorship form, an invoice will be issued electronically which must be processed within three days after forwarded. Once the sponsorship form has been completed, the company will be held responsible for payment. When payment is made please supply the company name. The organisers reserve the right to make necessary changes to the venue or programme should the need arise. Above costs exclude VAT and only includes the cost of the promotional opportunity.