

3rd POLAND & CEE

The most important, annual meeting
of the Loyalty Sector in Poland



CUSTOMER LOYALTY SUMMIT

How to retain a customer in difficult times: Customer Experience and Customer Insight

- Methods of **optimisation of costs and increasing customer retention**
- **Measurability of the effectiveness** of B2C programs
- **B2B program success tips** – how to strengthen relations with partners
- New loyalty operations – **if not a program, then what?**
- **Innovative formula & networking: interactive talks with participants, thematic tables, 3 parallel sessions**

SPECIAL GUESTS:



Olivier Martinet
European Loyalty/BtoC
cards and Rhine Regional
Marketing Director
BP GERMANY



Qaalfa Dibeehi
Chief Operating
and Consulting Officer
BEYOND PHILOSOPHY UK



Simon Wallwork
Marketing Manager
SUBWAY UK



Andrew Bridges
Data Quality
& Supplier Manager
AIMIA (NECTAR) UK

AMONG SPEAKERS:

Marta Iskra
Commercial & Marketing Director,
SUPER-PHARM

Cezary Tomaszewski
Project Manager, **NETIA**

Adam Nowak
Head of Loyalty, **IKEA FAMILY**

Piotr Hatadus
Marketing Director, **TUI**

Alison Hobson
Senior Marketing Manager
Clubcard Blueprint, **TESCO GROUP,**

Monika Gabrych
Head of Loyalty Operations Team,
REAL

Joanna Sobolewska
Consumer Experience Manager,
PHILIPS POLAND

Nadia Bońkowska
Director for Marketing Strategy and PR,
ATLANTIC

Michalina Truskiewicz
Clubcard Manager,
TESCO POLSKA

Olga Mazurek
Head of Brand and Communication, **ISOVER**

Wojciech Bolanowski
Managing Director e-Banking Division, **PKO BP**

Kamil Erdman
Regional Director for Marketing Communication,
SCHNEIDER ELECTRIC

Anna Balcerzak
Mobile Product Development Director, **ORANGE**

Joanna Pustkowska
Retail Sales Manager, **YES**

Silver Sponsor:



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Albedo

Media
Patronage:



MARKETER+



Chairman: Tomasz Makaruk, **i360**

9:30 Registration and morning coffee

10:00 **Opening of the Summit, networking**
Casper Haring, **Blue Business Media**



PLENARY SESSION

OPTIMISATION AND INCREASING THE EFFECTIVENESS OF LOYALTY OPERATIONS

10:20 **Practical Customer Experience: lessons from the real world**
Qaalfa Dibeethi, **Beyond Philosophy**



- The basics required for a successful customer experience program
- How to implement customer experience program, lessons from: American Express, M.Video, Barclaycard, Chemical Bank

10:40 • Questions and answers – in-depth considerations

10:55 **Learning how to use mobility to drive revenue and enhance customer interpersonalisation**



Simon Wallwork, **Subway**

- Understanding your audience to deliver relevancy and reasons to engage with your brand
- Mobilising your offering using tools such as proximity messaging, SMS, apps, mobile etc.

11:15 • Questions and answers – in-depth considerations

BRAND LOYALTY – HOW TO RETAIN A CUSTOMER IN TIMES OF ECONOMIC CRISIS

11:30 **Fans... not consumers – how to find and support SuperPromoters of your brand**

Joanna Sobolewska, Łukasz Rodek, **Philips Polska**

- The power of referrals in social media times
- The enthusiasm of customers: who is a SuperPromoter?
- How to find SuperPromoters and involve them in cooperation

11:50 • Questions and answers – in-depth considerations

12:05 Coffee break

12:25 **Is there still a place for a brand in loyalty building?**

Adam Nowak, **IKEA FAMILY**

- Is loyalty equivalent to sales boosting?
- Is there a place today for a mono-brand non-point program?

12:45 • Questions and answers – in-depth considerations

13:00 **Success factors for an effective program**

Paweł Łokaj, **Sodexo Motivation Solutions Polska**

- Individual objectives set by the Organizer
- Mandatory elements of an effective program

13:15 • Questions and answers – in-depth considerations

13:30 Panel Discussion

Target – woman: how to effectively reach purchase decision-makers in times of cost-savings?

Moderator: Tomasz Makaruk, **i360**

Adam Nowak, **IKEA FAMILY**

Marta Iskra, **Super-Pharm**

Joanna Pustkowska, **YES**

- The role of a brand in building loyalty with women
- Purchase preferences of Polish women: how often do they make purchases and are they loyal when making decisions?

14:00 Lunch

15:00 **INTERACTIVE THEMATIC GROUPS – SESSION I**

16:30 Break for change of thematic groups

16:40 **INTERACTIVE THEMATIC GROUPS – SESSION II**

THEMATIC GROUPS FORMULA

These are interactive meetings in small groups, whose purpose is the active involvement of participants and enlivened decisions leading to answering questions in the most interesting fields.

Thanks to **2 sessions**, each participant has the possibility to participate in **2 subjects** of his/her choice.

How to increase the effectiveness of a B2B loyalty program

Paweł Wrzos, **Polkomtel**

- What is program effectiveness in the times of economic crisis
- How to monitor and increase effectiveness

Loyalty program and sales promotions – legislative changes and decisions of regulators

Xawery Konarski, **Kancelaria Prawna Traple Konarski Podrecki**

- The passed and the planned legislative changes regarding loyalty programs and sales promotions
- The latest interpretations of treasury authorities

Effective segmentation in a loyalty program – CUSTOMER SEGMENTATION simulation game

Michał Dziekoński, **TurboCare Poland, Grupa Siemens**

- Which groups of Polish consumers are the most loyal – assessing the value of each segment of customers
- How to utilise the knowledge from segmentation to better communicate with selected segments?

Gamification – the mechanics of games as a new tool for involving the customer

Sebastian Starzyński, **Niezależny Ekspert**

- The most frequent errors and threats resulting from wrong gamification
- Examples of the use of gamification in loyalty programs (customers, employees, partners)

Effective management of the process of customized multichannel mass communication

Bartosz Mateja, **Prografix**

- Social media, mobile applications, personal URL, e-mailing, DM – the use of channels
- How to achieve the effect of synergy in cooperation with a service supplier in increasing the campaign effectiveness
- The potential of the Customer Insight management platform for the management of communication, response, multichannel production and process control

18:10 End of Day 1 of the Summit

20:00 **EVENING BANQUET** – as in previous years, we invite you to one of the best restaurants in the Market Square, with an exquisite menu and excellent music – **perfect conditions for making contact and for informal talks** in superb company



Chairman: **Tomasz Makaruk, i360**

9:00 Registration and morning coffee

PLENARY SESSION


THE USE OF SOCIAL MEDIA IN BUILDING LOYALTY

9:30 **Involving the uses of social media – the latest research results**
Albert Hupa, Interactive Research Center

- What are consumer societies in the web?
- How businesses try to influence the loyalty of consumers in the web and what is in it for, among others, Garnier and Zara

9:50 • Questions and answers – in-depth considerations

INNOVATIONS IN CUSTOMER LOYALTY

10:05 **Innovations in customer management and a new approach to loyalty strategy**
 *Olivier Martinet, BP*

- Moving away from loyalty programs towards customer relationship programs is critical
- Innovation and IT is the only affordable option to reach this target for mass marketers

10:25 Questions and answers – in-depth considerations

10:40 Coffee break

11:00 **How to keep the customer with optimizing loyalty actions**
 *Alison Hobson, Michalina Truskiewicz, Tesco Group*

11:20 • Questions and answers – in-depth considerations

DATA ANALYSIS AND SEGMENTATION IN THE RETENTION OF THE CUSTOMER AND INCREASING PROFITS

11:35 **The effective analysis and segmentation of customers as a method of optimisation of loyalty operations**
Karol Kuhl, emnos Polska

- An example of loyalty analytics – from data to segments

11:55 • Questions and answers – in-depth considerations

12:10 **Maintaining customer loyalty through data quality and data management policies**
 *Andrew Bridges, AIMIA (Nectar)*

- Best practice approach to data quality and management
- Data Quality Management Techniques
- The Future of Direct Marketing and The Challenges

12:30 • Pytania i odpowiedzi – pogłębienie tematu

12:45 LUNCH

13:30 Podział na **PARALLEL SESSIONS**

	B2C	B2B	LOYALTY FOLLOW-UP OPERATIONS
	<p>Chairman: Andrzej Łapeta, KUC KEEP THE CUSTOMER AT ALL COSTS</p>	<p>Chairman: Tomasz Makaruk, i360 EFFECTIVENESS OF LOYALTY OPERATIONS IN THE BUSINESS SECTOR</p>	<p>ADVANCED MODELS OF BUILDING LONG-TERM RELATIONS WITH CUSTOMERS</p>
13:30 CASE STUDY	<p>The role of the loyalty program in the business strategy Klub Stonecznego Pomidora <i>Anna Wierzchowska, Podravka</i></p> <ul style="list-style-type: none"> • Does a loyalty program have an impact on the customers' loyalty and brand image? 	<p>13:30 How to effectively use B2B loyalty tools ISOVER <i>Olga Mazurek, ISOVER</i></p> <ul style="list-style-type: none"> • Key success factors for the program 	<p>13:30 Web society – the key to customers' loyalty? <i>Wojciech Bolanowski, PKO BP</i></p> <ul style="list-style-type: none"> • Social media – a phenomenon of participant observation
13:50	<ul style="list-style-type: none"> • Questions and answers – in-depth considerations 	<p>13:50 • Questions and answers – in-depth considerations</p>	<p>13:50 • Questions and answers – in-depth considerations</p>
14:05 CASE STUDY	<p>Customer Insight as the basis for creating a custom-made program my coffeeheaven <i>Dorota Szczerbicka, coffeeheaven & Costa Coffee</i></p> <ul style="list-style-type: none"> • How to formalise customers' expectations in a loyalty program which needs to meet business objectives 	<p>14:05 How to stimulate interest and the involvement of a partner – conditions for the success of a program in present times TUI <i>Piotr Haładus, TUI</i></p> <ul style="list-style-type: none"> • Collecting points is not enough • Multidimensionality of the program 	<p>14:05 Effective tools for increasing the customer's satisfaction Klientomania <i>Cezary Tomaszewski, Netia</i></p> <ul style="list-style-type: none"> • "Momenty Prawdy" as the gauge of customers' satisfaction – how to build a relation with customers
14:25	<ul style="list-style-type: none"> • Questions and answers – in-depth considerations 	<p>14:25 • Questions and answers – in-depth considerations</p>	<p>14:25 • Questions and answers – in-depth considerations</p>
14:40	Coffee break	14:40 Coffee break	14:40 Coffee break
	<p>INCREASING THE ATTRACTIVENESS OF THE PROGRAM</p>	<p>ASSESSMENT OF PROGRAM EFFECTIVENESS</p>	
15:00 CASE STUDY	<p>Incentives for active participation in the program REAL <i>Monika Gabrych, REAL</i></p> <ul style="list-style-type: none"> • Effective use of multiple channels for reaching the customer (e-mail /sms/ www/ punktomat/ POS) at the point of sale 	<p>15:00 To what extent can a loyalty program increase sales Kageromania <i>Lucyna Mauks, Fota</i></p> <ul style="list-style-type: none"> • Can loyalty operations change the habits of the customers? • Evaluation of the program based on the analysis of the results of sales and costs 	<p>15:00 Building economic value by the proper management of the knowledge of the customer and the market Atlantic sms Club <i>Nadia Bońkowska, Atlantic</i></p> <ul style="list-style-type: none"> • Optimisation of communication costs in the new economic reality
15:20	<ul style="list-style-type: none"> • Questions and answers – in-depth considerations 	<p>15:20 • Questions and answers – in-depth considerations</p>	<p>15:20 • Questions and answers – in-depth considerations</p>
15:35	<p>Trends in development of loyalty and retention activities <i>Anna Balcerzak, Orange</i></p> <ul style="list-style-type: none"> • Examples of mobile operators from the European and American market 	<p>15:35 Assessment of the effectiveness of loyalty programs in B2B sector – is it worth investing in the program? <i>Alicja Malewicz-Pelczyńska, Ekspert Marketingu</i></p> <ul style="list-style-type: none"> • Questions and answers – in-depth considerations 	<p>15:35 A model of effective and measurable marketing communication actions in B2B Schneider Electric <i>Kamil Erdman, Schneider Electric</i></p> <ul style="list-style-type: none"> • How to determine whether our marketing operations bring immediate business effects?
15:55	<ul style="list-style-type: none"> • Questions and answers – in-depth considerations 	<p>15:55 • Questions and answers – in-depth considerations</p>	<p>15:55 • Questions and answers – in-depth considerations</p>
16:10	End of the Summit and handing out participation certificates	16:10 End of the Summit and handing out participation certificates	16:10 End of the Summit and handing out participation certificates

INTRODUCTION

Ladies and Gentlemen!

I invite you **once again** to the **magical Krakow** – where for **more than 12 years** we have talked about **customer loyalty** and the key aspects of **loyalty programs**. It is with great pleasure that I present you with the agenda of **Poland & CEE Customer Loyalty Summit** – the conference that continues to attract the **top companies in Poland** and the **best experts in the field** – this time focusing on **customer retention in a time of economic crisis**.

In these times, everybody is asking about **how to retain a customer and optimise profits in crisis?** What does the smartphone revolution in the making mean for loyalty? Is a **loyalty programme** – still one of the most popular marketing tools in Poland – designed for everyone and what are the **alternatives** which are equally inexpensive and **effective in retaining the customer?** Let's meet again in Krakow to find out.

I will be thrilled to host you once again.

Looking forward to seeing you!

Katarzyna Klimkiewicz



Loyalty Projects Manager Poland, Romania, Russia

ABOUT THE PREVIOUS CONFERENCE

"The party—and the event—was wonderful. BBM delivers the content and audiences it promises –people who are tops in their field and willing to share. A perfect combination!"

Mike Wittenstein

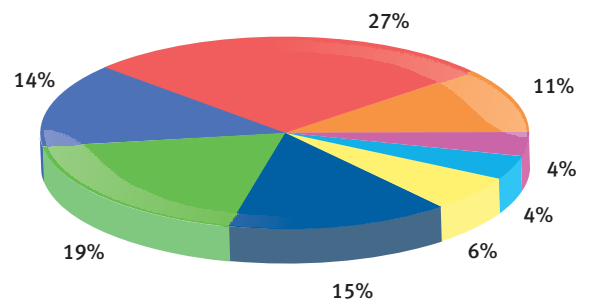


The Authority on Customer Experience
Consultant, Speaker, Author

CUSTOMER LOYALTY SUMMIT IS:

- ▶ **The most important conference in the loyalty sector** – experience coming from Poland and abroad – more than **150** participants from the previous edition!
- ▶ Special Guests: **Qaalfa Dibeehi from Beyond Philosophy** and **Simon Wallwork from Subway** talk about **Customer Insight** and **Customer Engagement** practice, the methods of increasing the effectiveness of operations.
- ▶ **A new formula of interactive talks with participants** and experience: **Philips Polska, Super-Pharm, REAL, IKEA, PKO BP, Atlantic, Schneider Electric, ISOVER, TUI, FOTA, Netia, coffeeheaven**
- ▶ Leaders of the loyalty market in the spotlight: **Nectar** and **Payback** – their effective data analysis and segmentation
- ▶ **3** parallel sessions: **B2C, B2B programs** and **loyalty follow-up operations**, interactive thematic groups

A BREAKDOWN OF THE PARTICIPANTS



- CEO, Board Member
- Director, Marketing Manager
- Director, Sales Manager
- Loyalty Programme Manager
- Director, SCRM and Customer Relation Manager
- Strategic Project Manager
- Business Analysis Manager
- Miscellaneous

MORE INFORMATION

ABOUT SUMMIT



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ABOUT SPONSORSHIP



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**OLIVIER MARTINET – EUROPEAN LOYALTY/BTO C CARDS AND RHINE REGIONAL MARKETING DIRECTOR COVERING THE ARAL / BP BRAND AND OFFER DEVELOPMENTS OVER THIS REGION**

He has had significant experiences across all of European countries ranging from Business Development, to Marketing, Brand & Communication expertise to P&L accountabilities. More specifically to this conference, Olivier launched its first loyalty scheme in 1995 and has been leading the Loyalty and direct marketing agenda for BP in Europe over last 8 years.

**QAALFA DIBEEHI – CHIEF OPERATING AND CONSULTING OFFICER, BEYOND PHILOSOPHY**

His clients include American Express, Barclaycard, M.Video, Allianz, Aviva, Pfizer, Merck, Etisalat, Turkcell, and Du among others. His background includes senior roles at Fulcrum Analytics where he was Director of their consumer and strategy consulting practices in New York and London and he helped develop a product that won 2003 CRM Innovation of the Year Award at Round. He has held strategic and analytic roles with Schering-Plough Pharmaceuticals and Citibank. Qaafala is also an award-winning university professor in the USA.

**KAROL KUHL – HEAD OF CONSULTING, EMNOS POLAND**

Consumer behaviour analysis specialist, an econometrician/statistician with doctorate of economics, 10 years of experience in marketing research, retail trade analysis and loyalty programmes. Currently the Chief Consultant in the Loyalty Partner Polska responsible for analytics of PAYBACK programme and optimisation of direct marketing.

**SIMON WALLWORK – MARKETING MANAGER, SUBWAY**

Having cut his teeth in marketing at a world-class PR consultancy he soon moved to building integrated campaigns for MoreTh>n, Virgin and latterly SUBWAY. With expertise in building brands across the channel mix, his core focus and responsibility within SUBWAY is to deliver the retailer's digital and loyalty propositions and as such, leads the pan-European One-to-One marketing strategy.

**WOJCIECH BOLANOWSKI – MANAGING DIRECTOR E-BANKING DIVISION, PKO BP**

Responsible for the development and functioning of the iPKO Internet platform, sales in electronic channels and the Inteligo project. Between 2008 and 2010 – he was Marketing Director in MultiBank. Since 2000, he has been working for mBank. He was responsible for the introduction of the brand in the Czech and Slovakian markets. Prior to that, he was the head of web marketing and e-commerce department in mBank.

**ADAM NOWAK – HEAD OF LOYALTY, IKEA FAMILY**

He has been working at IKEA 4 years. He started in Gdansk as a Local Marketing Manager. After 2 years he moved to Warsaw, where he assumed the position of Customer Relations Manager, with responsibility for the entire purchasing process for managing customer marketing, customer service and contact centers. Currently He is Manager of IKEA FAMILY loyalty program. In his work focuses on emotional link between brand and consumer.

**PAWEŁ WRZÓS – MANAGER OF THE OPERATIONAL SUPPORT SECTION, PREPAID SALES DEPARTMENT, POLKOMTEL**

For 11 years Paweł has been selling telecom products, including PrePaid products for the last 5 years. Experienced in building complex PrePaid sales reporting tools, including geomarketing analysis, measurement of the sales point and product turnover potential. Hands-on experience in building country-wide sales structures. Responsible for implementing and developing "Zysku z Plusem" programme addressed to the best POS on the mobile telephone market in the PrePaid segment.

**MONIKA GABRYCH – HEAD OF LOYALTY OPERATIONS TEAM, REAL**

More than 12 years of work in retail, since 2004, has involved work directly related to building loyalty and positive relations with clients. Since 2009, she's been responsible for running a loyalty program in Real as part of a Multipartner Payback program, where Real is one of the key partners.

**MICHAŁ DZIEKOŃSKI – CHIEF OF MARKETING, TURBOCARE POLAND, SIEMENS GROUP**

For more than 12 years, he has been involved in marketing management at a strategic level, and has created, among others, his own simulation strategic games in the field of market segmentation. He is a certified coach of the Chartered Institute of Marketing (CIM), and is also the program director of CIM training courses. He runs a Business Games model at Global MBA studies, which was devised by him and is the author and co-author of the books: Wskaźniki marketingowe [Marketing Indicators] and „Jak szybko napisać profesjonalny plan marketingowy” [How to quickly prepare a professional marketing plan].

**ANNA WIERZCHOWSKA – MARKETING DIRECTOR, PODRAVKA**

For several years, she's been connected with international corporations in the field of FMCG product marketing, as well as OTC and Rx. In the organisational structure of marketing departments, she has worked with such brands as: Vegeta, Warzywko, Podravka, Candia, Enfamil and Nutramigen. Since May 2010, she has been the Marketing Director at Podravka Polska.

**TOMASZ MAKARUK, PHD – PRESIDENT OF THE MANAGEMENT BOARD, I360**

The author of the blog devoted to loyalty programs: www.marketingbusinessblog.pl. A practical expert with many years of experience in the marketing market - a doctor of economy. Completed the "Leading Professional Service Firms" course at Harvard Business School as part of Executive Education. Runs courses for students at the Department of Management in Warsaw University. I360 specialises in the organisation and management of motivation and loyalty programs.

**NADIA BOŃKOWSKA – DIRECTOR FOR MARKETING STRATEGY AND PR, ATLANTIC**

An experienced marketing expert – develops and implements marketing strategies for top clothing brands in the Polish market. In Atlantic, she is responsible, among others, for: the development and realisation of brand marketing strategy, optimisation of marketing budget utilization, sales support and influencing brand image through the use of advanced marketing tools. Formerly, the Marketing Director of the Vistula Group, the Marketing Manager of Vistula & Wólczanka and Galeria Centrum.

**CEZARY TOMASZEWSKI – PROJECT MANAGER, NETIA**

For almost 10 years, he's been working in connection with the telecommunication industry, always close to the clients and their needs. He has worked in the strategic management of Klientomania software in Netia since 2010. He makes sure that before Netia does anything, a question is asked – how will it affect customer satisfaction?

**ANNA BALCERZAK – MOBILE PRODUCT DEVELOPMENT DIRECTOR, TP**

Responsible for development of added services (telephone applications, SIM, chats, etc.), innovation (mobile payments, e-health, audiobooks, photocodes, etc.), Premium Rate services for PTK and Loyalty Programme PAYBACK for PTK and TP. For more than 10 years on the telecom market, previously the Director of Customer Relation Strategy Department, responsible for client programmes (maintenance, satisfaction, loyalty), analytical tools (BI, prediction models, CLV), contact channel strategies and customer research.

**ANDRZEJ ŁAPETA, A STRATEGIST, FIRMA REKLAMOWA KUC**

A consultant in the field of development and modification of loyalty programmes. For more than 15 years in management and marketing, for the past 7 years particularly interested in relation building programmes. Andrzej has given many presentations at Loyalty Programme Congresses.

JOANNA PUSTKOWSKA – RETAIL SALES MANAGER, YES**OLGA MAZUREK – HEAD OF BRAND AND COMMUNICATION, ISOVER**

Since 2002, she has been working for the Saint-Gobain Group. For more than 6 years she has been responsible for managing the ISOVER brand, including market communication and then development of partner programs. Since September 2011, she has, in addition, been ISOVER's Spokeswoman. A lover of wise sayings and the art of fragrance.

**PIOTR HAŁADUS – MARKETING DIRECTOR, TUI POLAND**

Since June 2009, he has been the Marketing Director of TUI Poland, responsible for building the image of the TUI brand in Poland, as well as Trade Marketing of an agency network and his own network. His duties moreover include development and sales through www.tui.pl.

**XAWERY KONARSKI – BARRISTER, PARTNER, LEGAL OFFICE TRAPLE KONARSKI PODRECKI**

A legal expert of the Polish IT and Telecom Chamber (PIIT) and the Direct Marketing Association (SMB). Author or co-author of scientific publications on new technologies law and advertising law. For years, he has been supervising legal works for several dozen Polish and foreign data administrators.

**ALBERT HUPA, PHD – CEO, INTERACTIVE RESEARCH CENTER**

He is involved in social networks and natural language processing. He is mainly interested in Internet research, among others, semantic extraction of web societies and information diffusion analysis. The author of numerous publications regarding social media research in prestigious research periodicals, among others, IEEE Internet Computing, Springer Verlag and industry media Marketing w Praktyce or Proto.pl

**LUCYNA MAUKS – MARKETING PROJECTS COORDINATOR, FOTA**

A physics graduate, who has been working in the field of sales and marketing for more than 10 years. She worked in such companies as Agora, PTE PBK and Amnesty International. In the automotive industry and in Fota company. For more than 6 years, she has worked on programs supporting sales and strengthening relations with contractors. For one year, she has been responsible for Fota's own labels. She has created and coordinated the loyalty program supporting KAGER own label for contractors and sales staff from scratch.

**BARTOSZ MATEJA – PRESIDENT OF THE MANAGEMENT BOARD, PROGRAFIX**

Since 1993, he has been developing an organisation which offers a wide range of innovative tools for marketing strategy services. The company he is head of is the leader in comprehensive realisation of direct marketing campaigns, handling of mailed publications, lottery competitions and promotion campaigns. He is the creator of new effective solutions in marketing operations, which have gained acclaim in Poland and internationally.

**MARTA ISKRA – COMMERCIAL & MARKETING DIRECTOR, SUPER-PHARM POLAND**

For more than 15 years, she has been working in the field of trade, where she acquired experience as the producer and the customer. Currently she holds the position of the Sales and Marketing Director in the Super-Pharm chain of pharmacies. A graduate of psychology, an expert in marketing behaviour psychology.

**ŁUKASZ RODEK – CUSTOMER EXPERIENCE LEADER CENTRAL AND EASTERN EUROPE, PHILIPS POLAND**

In Philips, he is responsible for managing NPS (Net Promoter Score) research in Healthcare, Lighting and Customer Lifestyle sectors in Central and Eastern Europe. Prior to that, he was responsible for the implementation of NPS research in retail and corporate parts of Citi Handlowy Bank. Also worked as Senior Trainer in the Royal Bank of Scotland.

**DOROTA SZCZERBICKA – HEAD OF MARKETING, COFFEEHEAVEN & COSTA COFFEE (POLAND)**

Responsible for the marketing and communication of CHI Polska SA (Polish area operator of coffeeheaven brand and since 2012 - Costa Coffee brand). Focused on the proper inclusion of the role of the client in the development strategy of brands which she is responsible for. Through, for example, the skilful engagement of clients in the process of creating new products and services, that is my coffeeheaven loyalty program (in just a few months from the implementation, my coffeeheaven card was awarded the title of "The best loyalty card of 2011").

**SEBASTIAN STARZYŃSKI – CEO, ABR SESTA/PROMO-PLAN**

He specialises in the research of the purchase environment. He focuses his operations on research methods. He introduced the Subway chain of restaurants onto the Polish market and is currently taking part in the Coffee-Day mobile coffee shops project. The author of the blog www.gryfikacja.pl, in which he presents examples of the use of games mechanics in real life.

**KAMIL ERDMAN – REGIONAL DIRECTOR FOR MARKETING COMMUNICATION FOR CENTRAL EUROPE, SCHNEIDER ELECTRIC**

He has 20 years of experience in B2C and B2B marketing in, among others, Benckiser, Coca-Cola, Henkel and Schneider Electric, a global specialist in power management.

**JOANNA SOBOLEWSKA – CONSUMER EXPERIENCE MANAGER, PHILIPS POLAND**

Responsible for Customer Experience and CRM activities at Philips Poland and Central Eastern European countries. She gained experience by planning and implementing advertising campaigns for consumers from wide segments in Canada, Britain or in countries around the Baltic Sea. Last 4 years of her professional work was dedicated to the analysis of consumer behavior in the area of word of mouth, word of mouth marketing and loyalty programs. She is fascinated by "consumer journey" and its influence on consumer experience strategy. A graduate of Kensington College of Business and University of Glamorgan.

**ANDREW BRIDGES – DATA QUALITY & SUPPLIER MANAGER, AIMIA (NECTAR)**

His responsibilities focus on full end to end data management procedures including managing and controlling the quality of the Nectar database, operational business processes and supplier management including all data processing, cleansing and data capture suppliers.

**PHD. ALICJA MALEWICZ-PEŁCZYŃSKA – HEAD OF MARKETING, HERLITZ**

She has over 17 years of practice - joins theoretical knowledge with work in European corporations. External advisor and consultant. Research Worker of Poznan University of Technology, WSHM Milenium. She has numerous publications and speeches at conferences in the field: marketing communications, brand building, corporate identity.

**PAWEŁ ŁOKAJ – SENIOR PROGRAM MANAGER, SODEXO MOTIVATION SOLUTIONS POLSKA**

He joined Sodexo Motivation Solutions in 2010 where he is responsible for implementing and managing loyalty programs on the Platform Performance Suite. He also works with the Program Managers team. Professional experience he gained e.g. in Olympus and Tech Data.

**ALISON HOBSON – SENIOR MARKETING MANAGER CLUBCARD BLUEPRINT, TESCO GROUP**

She has 16 years experience in Tesco within Finance, Commercial and Marketing, with the last 8 years spent in UK Clubcard leading several key customer change projects. She is now responsible for the Group Clubcard Vision and Strategy and defining the Clubcard customer journeys.

MICHALINA TRUSZKIEWICZ – CLUBCARD MANAGER, TESCO POLSKA

POLAND & CEE



CUSTOMER LOYALTY SUMMIT

19-20 April 2012
Qubus Hotel
Nadwiślańska 6 st
Cracow

TAK, I want to register for Poland & CEE Customer Loyalty Summit

Term: 19-20 April 2012

Price: **995 Euro + 23% VAT** before 24th February 2012

I choose to participate in the following thematic groups of the 1st day:

1st session – 14:30-16:00

How to increase the effectiveness of ...

Loyalty program and sales promotions ...

Effective segmentation in a loyalty program ...

Gamification – the mechanics of games ...

Effective management of the process of customized...

2nd session – 16:15-17:45

How to increase the effectiveness of ...

Loyalty program and sales promotions ...

Effective segmentation in a loyalty program ...

Gamification – the mechanics of games ...

Effective management of the process of customized...

I choose to participate in the following thematic groups of the 1st day: B2C B2B LOYALTY FOLLOW-UP...

Please fax to **(+48) 12 350 54 01**

1. Full name:

Position:

Department:

2. Full name:

Position:

Department:

3. Company:

Street:

Postal code: City:

Phone: Fax:

E-mail:

4. Payment method:

Cash transfer Credit card

5. Credit card type: Visa Mastercard Eurocard Diners Club

Credit Card Number: Expiration Date:

Name as it appears on Credit Card:

Amount: Address:

Signature: Date:

6. Customer data required for VAT invoice:

Company name:

Head office:

Address:

NIP:

Pursuant to the Data Protection Act of August 29, 1997 (Journal of Laws 1997, No. 133 item 833) Blue Business Media Sp. z o.o., with its head office in Warsaw (hereinafter referred to as BBM), hereby states that is the administrator of personal data. We hereby give consent for our personal data to be processed for the purposes of promotion and marketing activities carried out by Blue Business Media, its services and products offered on the market, as well as for the purposes of promoting Blue Business Media customers offers. Furthermore, we agree to receive, by e-mail, offers and commercial information relating to Informedia and its customers. Persons giving consent for their personal data to be processed shall be entitled to control the processing of data relating to them, and to correct it.

At the same time, we hereby state that we have got acquainted with participation conditions, and we bind and oblige ourselves to pay in full for the amounts resulting from this agreement.

PARTICIPATION TERMS:

- Conference participation fee:
995 Euro + 23% VAT, if registered after 24th of February 2012 or paid all after 9 March 2012.
- The price covers lectures, conference materials, coffee breaks and lunch.
- The faxed or e-mailed filled-in registration form becomes the legally binding agreement between the participant and Blue Business Media and equals acceptance of the contractual obligations. The pro forma invoice is faxed on having received the registration form.
- The person signing the application form on behalf of the Applicant declares that they possess the relevant authorization to act in the name of and on behalf of the Applicant, specifically to conclude an agreement with Blue Business Media.
- We kindly ask you to make a payment within 14 days from sending the registration form and before the date of the start of the congress.
- In the case of registration before 24 February 2012 and failure to cover the full participation fee before 9 March 2012, the cost amounts to 995 Euro + 23% VAT per person.**
- Bank account:

**Alior Bank S.A., Al. Jana Pawła II 18, Warszawa
15 2490 0005 0000 4520 7369 1425**

- The Applicant has the right to withdraw from participating on the terms and conditions indicated below. Resignation from participation should be made and sent by fax or registered e-mail.
- In the case of resignation before 24 February 2012 the Applicant is obligated to pay a service fee in the amount of 230 Euro + 23% VAT.
- In the case of resignation after 24 February 2012 the Applicant is obligated to pay the full participation costs, in the amount resulting from the agreement concluded between the Applicant and Blue Business Media.
- In the event of the lack of participation in the forum as well as the lack of the written resignation from participation in the Congress, the Applicant is obligated to pay the full participation costs in the amount resulting from the agreement.
- Default in payment shall not be unambiguous with resignation from the participation.
- A person indicated by the Applicant may participate in the Congress in lieu of the person submitted to participate.
- Blue Business Media reserves the right to change the program, the venue of the Congress as well as cancel the Congress.

Blue Business Media Sp. z o.o. with its head office in Poland, Warsaw (00-517) Marszałkowska 80 street, has been entered in the Register of Entrepreneurs, kept by District Court for the capital city of Warsaw, XII Economic Department on National Court Register under No. KRS 0000325306, NIP 7010167656, equity capital: PLN 100 000.

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stamp & signature

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