

2-DAY LOYALTY MASTERCLASS

Brought to you by Truth



Truth's 2-day masterclass in loyalty is aimed at providing you with an in-depth understanding of the loyalty industry, including loyalty best practice, local and global trends & how to create a compelling loyalty programme proposition for your business.

The intensive 2-day masterclass will cover all topics in loyalty including:

- The latest global loyalty programme trends
- Evolution of loyalty & fundamentals of developing your loyalty strategy
- Top 10 most used loyalty programmes in South Africa and demographic differences highlighted in our annual whitepaper
- The fundamentals of customer centricity
- Loyalty programme design considerations & criteria for loyalty programme success
- Commercial considerations for loyalty (budget, business case & key metrics)
- We'll share Truth's 7-step process to design & implement a compelling loyalty programme



Who should attend?

The 2-day loyalty masterclass is aimed at beginners in CRM and loyalty, advertising agency strategists or account managers, marketing teams, loyalty service providers and students studying marketing or business. Our mission is to provide you with all you need to know about loyalty programme development.

For bookings & enquiries contact: info@truth.co.za | www.truth.co.za | +27 (021) 761 4810