



Customer Loyalty Asia Programme (CLAP) & CRM Summit 2010

2nd Annual Customer Loyalty Asia Program (CLAP) & CRM Summit 2010

15-16 September 2010

Shanghai, China

第二届客户忠诚计划及CRM亚洲峰会2010

中国 上海 2010年9月15-16日

We are proud to have **Groupe Aeroplan Inc.**, a global leader in loyalty management, as our Gold Sponsor.

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Event Overview:

Asia's consumer markets as well as Loyalty & CRM practices are currently undergoing unprecedented changes and presenting new business opportunities to both international and local companies. However, to fully take advantage, companies must understand well a number of key market developments and challenges, grasp the essentials of proven successful Loyalty & CRM practices, formulate the right strategies and implement them effectively.

What are the latest movements in world's and Asia's consumer market and behaviors? Particularly, what are the new opportunities that the relatively strong China market presents? What are the worldwide and local Loyalty trends? What are the key differences/comparisons of Loyalty & CRM situations between before and during economic downturn? How can you leverage it for your corporate advantage? What are the core competencies or essentials of Loyalty & CRM practices? How to implement Loyalty & CRM effectively and develop it to full potential? How can Loyalty be addressed at a fundamental, natural or emotional level? Facing increasingly severe competition amid uncertain markets, how can you retain existing customers and acquire new customers through Loyalty & CRM? What are the effective approaches of partnership marketing and value sharing? How to track and analyze your customer behaviors? How to communicate with your customers effectively? How to manage and make best use of customer data? What are the current best practices or successful cases and what to learn from them? How to generate incremental revenue through Loyalty & CRM? Cross sell, upgrade sales, referral programme or word-of-mouth? How to present unique value to "good" customer? How to measure and monitor Loyalty & CRM? How to maintain a balance between controlling costs/expenses and delivering a high quality customer experience? How can you demonstrate the financial impact of

your CLP and engage your organization in efforts to manage and improve loyalty? How can the latest technologies, social media, or any other innovative approaches help?

Recognizing such emerging business potentials and pressing challenges, **Customer Loyalty Asia Programme (CLAP) & CRM Summit 2010**, carefully researched and organized by Neoedge Singapore, will provide all international and local companies an in-time and efficient platform of learning, networking and partnership building for your corporate advantage in the increasingly vibrant and fierce market.

The following key themes will be addressed in depth with Real Examples and Case Studies:

- New market developments and the call for effective Loyalty & CRM practices
- Loyalty & CRM core competencies and development trends
- Achieve effective communication and real loyalty
- Formulate the right Loyalty & CRM strategies and implement them effectively
- Retain/acquire customers and generate incremental revenue through Loyalty & CRM
- Partnership marketing and value sharing
- Manage and leverage customer data
- Measure and justify Loyalty & CRM

Expert speakers in a good mix from best CLP players in the world are being invited, including the following:

- Tesco / Le Gou
- Groupe Aeroplan
- SIA
- Cathay Pacific
- SingTel
- China Merchants Bank
- Ping An Insurance
- HSBC
- Qatar National Bank
- China Mobile
- Shanghai Volkswagen
- Sephora
- Hilton Hotels
- Langham Hotels
- BP
- Fuji Xerox
- Cisco
- ICLP
- Arvato Services (China)

Who will Attend?

President, CXO, Director, General Manager, Manager and Head of

- CRM
- CLP
- Customer Service
- Customer Care and Interaction
- Sales & Marketing
- Client & Account Management
- Operations
- Business Development
- Strategic Planning
- Relationship and Communication
- Branding & Advertising
- Database
- Contact Centre
- Market & Consumer Research

Delegates from various industries and sectors including

- Travel / Hospitality / Car rental
- Telecom /IT/ E-commerce
- Bank / Credit Card / Insurance
- Retail (retailers, brands)
- Auto
- Manufacturing
- Pharmaceuticals
- Utilities
- Institute and Government
- Entertainment
- Other service industries

For Enquiries about the Agenda, Opportunities for speaking, Media and Endorsement proposals for the **2nd Annual Customer Loyalty Asia Program (CLAP) & CRM Summit 2010**, Please contact:

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