

LOY
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Epsilon®



LOYALTY MASTERCCLASS

4 - 5 NOVEMBER 2026

MARRIOTT MARQUIS DUBAI CREEK

2-DAY PROGRAM
SCHEDULE



Loyalty Programs: The Complete Masterclass™ is an intensive two-day course for senior leaders across loyalty, CRM, digital, marketing and customer engagement.

Delivered by Loyalty & Reward Co and sponsored by Loylogic and Epsilon, the Masterclass brings together expert insight, practical frameworks and real-world case studies covering the key disciplines of modern loyalty.

Explore the program.



DAY 1

WEDNESDAY, 4 NOVEMBER 2026

09:30  Check-in and coffee

10:00 **Program objectives**

- Loyalty program definitions
 - Why companies run loyalty programs
 - How to set objectives that drive the right outcomes
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10:30 **Loyalty program designs**

- Review of 10 primary design frameworks, 26 sub-frameworks, and hybrid models
 - How to select the right design for your business
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11:00 **Existing program critique**

- Loyalty & Reward Co's Essential Eight™ Principles
 - Real-world program examples assessed against best-practice principles
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11:30  Coffee Break

11:45 **Loyalty psychology**

- Key consumer psychology theories applied to loyalty program design
- How to influence desired member behaviours

DAY 1

WEDNESDAY, 4 NOVEMBER 2026

12 : 30 Rewards & benefits

- Types of rewards, benefits and reward aggregators
 - How to match reward types to the behaviours you want to drive
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01 : 30 Lunch + Networking

02 : 30 Gamification

- Gamification vs games
 - Mechanics that drive deeper member engagement
 - Real-world examples
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03 : 30 Differentiation

- Why loyalty programs commoditise
 - How to design a program that creates sustainable competitive advantage
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04 : 30 Coffee Break

04 : 45 Data strategy

- The loyalty data value chain
 - How to collect, store and activate member data to drive deeper engagement
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05 : 30 Drinks + Networking

DAY 2

THURSDAY, 5 NOVEMBER 2026

09:30  Check-in and coffee

10:00 **Marketing & promotions**

- Member lifecycle management
 - Promotions strategy
 - Omnichannel personalisation across communications, offers and experiences
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11:00  Coffee Break

11:15 **Technology**

- The loyalty technology landscape
 - Core platform capabilities
 - How to evaluate and select the right tech
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1:00  Lunch + Networking

02:00 **Commercial modelling**

- How loyalty programs generate (and cost) money
- Key financial metrics every loyalty professional needs to understand

DAY 2

THURSDAY, 5 NOVEMBER 2026

02:30 ROI optimisation

- How to measure true program ROI
 - Frameworks for proving the business case | Isolating the loyalty effect
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03:00 Security & Fraud

- Common fraud vectors and how programs are exploited
 - Strategies to detect, prevent and remediate
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03:30 ☕ Coffee Break

03:45 The future of loyalty

- Emerging global trends
 - AI and agentic commerce
 - What the loyalty landscape looks like from here
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04:15 Bringing it all together

- Synthesising two days of learning
 - How best-practice programs combine design, psychology, technology, data and commercial rigour to deliver success
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04:45 🍹 Finish + photos