

Entry  
deadline  
extended



## CALL FOR ENTRIES

Entry Deadline: **Get your submissions to us** by Wednesday February 26, 2014.

“It is great to have The Loyalty Awards as an opportunity to compare the excellence of Pan EMEA programmes and be surrounded by such innovative and creative people” Andrew Swaffield, Managing Director, Avios

The Awards & Gala Evening will be held on Tuesday June 10, 2014 at Grosvenor House Hotel, Park Lane, London.

## WELCOME

Now in its third year, The Loyalty Awards for Europe, The Middle East and Africa (EMEA) is firmly positioned as the key event in Loyalty and we are delighted to launch the Call for Entries for 2014.

The Loyalty Awards recognise excellence, innovation and best practice in the challenging business of achieving customer loyalty and retention. They are your opportunity to showcase your successes and to be acknowledged and applauded for them in front of your peers, customers and suppliers.

### Category changes

Nothing stands still and The Loyalty Awards are no exception. To reflect the big rise in short term loyalty programmes in the retail space, we have added a new category this year. Short term loyalty programmes – some of which run for as long as 24 weeks or are run in succession – are being used by some of the biggest retailers in countries throughout the EMEA region. Their success is measured by an increase in basket size,

increased store visits by collecting customers and bigger profits for retailers, some of which have significantly grown their market share on the back of them.



Annich McIntosh, CEO of The Loyalty Awards and Editor, Loyalty Magazine

The second change is the splitting of travel and entertainment into two separate categories. The reason for this is the growing importance of online entertainment and gamification (the playing of games to win tokens and rewards) and its role in enhancing customer loyalty. This justified creating a category in its own right – and leaves more room for travel businesses too.

### Changing behaviour

Mobile devices are altering the way we live our lives and communicate with customers. This has to be reflected in the judging of The Loyalty Awards.

As the Loyalty industry adapts to the ever changing needs of the consumer, we look forward to learning about the outstanding achievements and innovations that are continually raising the bar – not least the emergence and challenges of Big Data.

### Enter The Loyalty Awards 2014

to be recognised for outstanding achievement and excellence in a very tough, fast moving and competitive business. We wish you the best of luck and look forward to congratulating you on the night.

## WHY ENTER THE LOYALTY AWARDS?

- An opportunity to raise the profile of your brand and be recognised as a leader and innovator in your field.
- Create positive publicity for a new initiative or gain recognition for an established programme that has proved its worth.
- The Awards are a valuable information source on trends and developments in the industry and provide a forum for industry discussions and opinions.
- Strengthen relationships with clients by showcasing achievements you have accomplished together.
- Winning a Loyalty Award adds to your organisation's credibility and stature
- An ideal occasion to reward team efforts and initiatives within your organisation and invite key industry contacts and business partners to enjoy a valued night of networking with high-level figures across all sectors of the loyalty industry.
- Shortlisted entries will be published by Loyalty Magazine and shortlist announcements will be distributed to other media throughout the region.
- Overviews of the winning entries will be published in the Winners edition of Loyalty Magazine and on the [www.loyaltymagazine.com](http://www.loyaltymagazine.com) and [www.theloyaltyawards.com](http://www.theloyaltyawards.com) websites and made available to other media throughout EMEA region.



**Deadline extension:**  
the deadline for entries is now  
Wednesday, February 26, 2014!



## The Loyalty Awards Ceremony & Dinner is on Tuesday June 10, 2014

### A NIGHT TO REMEMBER

Awards Ceremony & Dinner, Tuesday June 10, 2014

Be part of the festivities at this must-attend event. Supported once again by some of the biggest names in the loyalty business, The Loyalty Awards 2014 will be held at The Grosvenor House Hotel, Park Lane, London where the winners of the much sought after trophies will be announced to an audience of over 800 industry colleagues from across Europe, the Middle East and Africa.

Book your table today to be part of the celebrations and to gain access to unparalleled networking opportunities with some of the industry's most influential and key figures. Table positions are allocated as they are booked so to achieve a prime position near the stage, **BOOK YOUR TABLES TODAY.**

Tables are for ten people and the price includes the pre-dinner drinks reception, a superb three-course dinner with wine followed by coffee, chocolates and of course the entertainment. Last year comedian Omid Djalili was the host. Who is going to wow us in 2014?

For more information on sponsorship, entering and booking a table, please contact us:

**t +44 (0)1572 820088**

**e [info@theloyaltyawards.com](mailto:info@theloyaltyawards.com)**

**w [www.theloyaltyawards.com](http://www.theloyaltyawards.com)**

## WHO CAN ENTER?

Entry to the Awards is open to all organisations or brands that operated in Europe\*, the Middle East\*\* or Africa during the period January 1, 2013 to December 31, 2013 and which interfaced directly with the customer. Service providers and programme managers may assist with the preparation and submission of an entry but each entry has to be submitted in the name of the customer-facing client, organisation or brand. The award will be presented to the customer-facing organisation.

\*Europe is defined as the European Union plus Central and Eastern Europe, including Russia and Turkey.

\*\*The Middle East includes Israel, Jordan, Saudi Arabia, Syria and the UAE.

## ENTRY GUIDELINES

- All entries must be submitted digitally by **5.00 pm UK time, Wednesday February 26, 2014** in one of the following 3 ways:

1. Via email to [entries@theloyaltyawards.com](mailto:entries@theloyaltyawards.com). Please note if your email is larger than 5MB you must use an alternative method listed below.
2. If you have a Dropbox account, upload files to a folder in your Dropbox. If you do not have a Dropbox account, please go to [www.dropbox.com](http://www.dropbox.com) to open one. Once successfully uploaded, invite [entries@theloyaltyawards.com](mailto:entries@theloyaltyawards.com) to share your folder and then email [entries@theloyaltyawards.com](mailto:entries@theloyaltyawards.com) to inform us of your entry so we can download it.
3. Upload all your files onto a USB Memory Stick and send to:  
**The Loyalty Awards, 3a Market Place, Uppingham,  
Rutland, LE15 9QH, United Kingdom**

*Please ensure that it arrives in time to meet the deadline of February 26, 2014.*

- You must clearly label your entry and any supporting material with your company name, the title of your entry and the category which you are entering. If you are using Dropbox, each individual entry must be uploaded in a separate clearly labelled folder.
- You may enter more than one project or programme in a single category. You can enter more than one category with the same entry, but please note that our judges are only human and may get bored if you simply repeat the entry. It is far better if you write each submission to the requirements of the category criteria.

## HOW TO WRITE YOUR ENTRY

Your entry should comprise three sections:

**1 Title and Synopsis:** Please include a maximum 10-word title and a 50-word entry description which will be used in the shortlist edition of Loyalty Magazine and the Awards programme should your entry be shortlisted.

**2 Summary:** The most important part of your entry is the 250-word description in bullet form summarising the key points of your entry. This is very useful to provide an overview for judges who may not know about your product or service. Use the same question headings as for your 1,000-word statement (see below) which should then go into more detail. (Questions are not part of the word count).

**3 Main entry:** Your main entry must take the form of a typed statement to a maximum of 1,000 words (maximum two pages of A4/US letter format) in the Question and Answer format outlined below (use the questions as section headings):

- 1. Describe the product or service for which your company is entering this award category** (include the aims and objectives of the initiative, project or programme).
- 2. What has your company done in the period January 1 to December 31, 2013 to qualify for this award?** (include scope of programme or initiative, choice of implementation or approach).
- 3. What benefits to your company and your customers can be illustrated as a result?** (i.e. competitive advantage, effectiveness, ROI, improved performance, service).
- 4. What two measurements of success best indicate why your company or the programme or initiative should win this award?** (please refer results and outcomes to the original objectives).

### Hints and Tips

- Include only relevant detail, be specific and give clear tangible examples where possible.
- Be concise and succinct in summarising your achievements for the judges. Remember that the judges have a lot to read so keep things simple and stick to the format.
- Include supporting evidence where possible to compliment your entry. Please limit this to only essential materials as it will not always be possible to show more than 2-3 items to the judges.
- Don't assume knowledge: please explain all references and avoid abbreviations.
- The judges will shortlist entries based on the main submission and bulleted 250-word synopsis. You should ensure that these are both strong and stand alone from the supporting material. Supporting material will only be made available to the judges at the final judging session and will be selected as appropriate by The Loyalty Awards Management.
- Supporting evidence in the form of data is very powerful and provides the judges with a means of differentiation of entries.

## ENTRY REQUIREMENTS

Please ensure you read and adhere to the entry requirements below before submitting your entry:

### Signed entry form with payment:

A completed and signed entry form is required for EACH entry with the fee of £195 + VAT for UK entries (total £234 including VAT). Entries will not be accepted until the organisers are in receipt of the completed entry forms and payment. Entry forms can be downloaded at [www.theloyaltyawards.com](http://www.theloyaltyawards.com). Entry forms should be completed, signed and scanned and either emailed with your entry or uploaded in a folder via your Dropbox.

### High resolution logo and illustrative images:

Submit your company logo and a **minimum of 2, maximum of 4 supporting images** (for example marketing materials) for each entry. Logos should be saved as high resolution EPS or JPG files of a minimum 300 dpi and submitted with your entry via your chosen method (email, Dropbox or USB stick). If you are submitting a TV advert or video footage ensure the file is clearly labelled and of broadcast quality. These may be used at the Awards ceremony should you be a winner.

### Not for Publication:

Entrants may mark financial information or sensitive parts of their entry as 'Not for Publication'. Please do so clearly by highlighting text or using a different colour and making reference to it. This will be respected in all instances by the organisers. However entries marked substantially or in their entirety 'Not for Publication' will be refused. When submitting your entry, please ensure you have obtained permission to feature material from key stakeholders as necessary. Third parties or business partners should be made aware that the material may appear in print unless marked as 'Not for Publication'.

**It is important that the brand using the programme or product is aware that it is being entered for an award, and has signed the entry form to confirm their agreement.**

### Please note:

- Payment is preferred bank to bank in Sterling, by BACS, IBAN, SWIFT or any other internationally accepted bank to bank transfer. Please provide a POP along with your entry. Contact us if you need a pro-forma invoice to make payment.

#### Payment methods:

**BACS: C&M Publications Limited, trading as Intrepid Events.**

**Sort Code: 20-52-69**

**Account Number: 53638863**

**Swiftbic: BARCGB22**

**IBAN: GB48 BARC 2052 6953 6388 63**

If you wish to pay by credit or debit card, please telephone us at: **+44 (0)1572 820088**.

- Your entry will be acknowledged by email within 7 working days of receipt. No liability is accepted for non-delivery, loss of or damage to submissions. Entries may be withdrawn at any point up to Friday February 21, 2014 upon written request. Please note, however, that entry fees are non-refundable.
- Entries which are incomplete or are incorrectly completed or provided without the signed entry form or correct fee will be disqualified and the fee will not be refundable. You should refer to the instructions contained in this brochure.
- Entries received after the closing date will not be accepted under any circumstances.
- The judges reserve the right to re-allocate or duplicate an entry into a different category if they deem it to be appropriate.
- All supporting material will be securely destroyed.
- Shortlisted entrants will be notified at the beginning of April 2014.

If in any doubt about these requirements, please contact **us** on **+44 (0)1572 820088**

or email [entries@theloyaltyawards.com](mailto:entries@theloyaltyawards.com)

## THE JUDGES

The judging panel for The Loyalty Awards 2014 brings together a spectrum of independent experts from the industry, who either specialise in a particular field, or who have a broad experience and insight into the many different elements of the loyalty industry.

All judges of The Loyalty Awards 2014 are bound by a Code of Conduct covering confidentiality, conflicts of interest and contact with entrants. The judges' decision is final and there will be no opportunity for appeal, discussion or correspondence.

### The 2014 judging panel includes:

**Eric Austin (Chair)**

Marketing Consultant  
Response Ability

**Paul Berney**

CMO & Managing Director EMEA  
Mobile Marketing Association

**Radek Hrachovec**

Managing Partner  
RadekHrachovec.com

**Clive Humby** *NEW*

Founder of dunnhumby, which helped Tesco understand what customers put in their shopping baskets. Now running Humby&Dunn

**Chris Jacobs**

Independent Customer Loyalty  
Consultant & Managing Director  
Business Assyst

**Jan Pieter Lips**

President & CEO – EMEA  
Aimia

**Michael Leander**

International speaker and founder  
Michael Leander Company

**Annich McIntosh**

Editor  
Loyalty Magazine & CEO  
of The Loyalty Awards

**Mary Portas** *NEW*

UK retail expert, crowned 'Queen of the Shops' following a number of high profile TV series

**Susan Rose**

Co-founder  
Zinc

**Andrew Swaffield**

Managing Director  
Avios

**Graeme Thomson**

Managing Director  
Premium Group Marketing

**Peter Wray**

Senior Consultant & Company Founder  
Loyalymatters.com

**Fiona Briggs**

Editor and Retail Business Journalist at  
[www.retailtimes.co.uk](http://www.retailtimes.co.uk)

*NB: A number of new judges will also be joining the panel from throughout the EMEA region.*



## CATEGORIES

Best Loyalty Programme of the Year – Financial Services

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Best Loyalty Programme of the Year – Mobile

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Best Loyalty Programme of the Year – Retail (Food)

*Sponsored by TCC*

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Best Loyalty Programme of the Year – Retail (Non Food)

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Best Loyalty Programme of the Year – Entertainment

**NEW**

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Best Loyalty Programme of the Year – Travel

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Best New Loyalty Programme of the Year

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Best Use of CRM in a Loyalty Environment

*Sponsored by Comarch*

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Best Use of Customer Analytics/Data in a Loyalty Programme

*Sponsored by Visa*

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Best Use of Communications in a Loyalty Programme

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Best Use of Social Media to Enhance Loyalty

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Best Loyalty Programme Marketing Campaign of the Year

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Best Corporate Social Responsibility (CSR) Initiative Linked to Loyalty

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Best Card Based Loyalty Programme

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Best Coupon or Voucher Based Loyalty Programme

*Sponsored by TCC*

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Best B2B Loyalty Programme

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Best Customer Service in a Loyalty Programme

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Best Loyalty Industry Innovation

*Sponsored by ICLP*

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Best Short Term Loyalty Programme

**NEW**

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Best Loyalty Programme of the Year – Central and Eastern Europe

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Best Loyalty Programme of the Year – European Union and Turkey

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Best Loyalty Programme of the Year – Middle East and Africa

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Best Loyalty Programme of the Year – Pan EMEA

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Loyalty Industry Personality of the Year

*Sponsored by Avios*

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## GENERAL CATEGORY ENTRY CRITERIA

- Organisations or brands entering must meet the general eligibility criteria in the ‘Who can Enter?’ section.
- ‘Of the year’ categories must focus on results achieved from existing or new initiatives, programmes, products or services during the period January 1 and December 31, 2013. For all other categories, reference may be made to historical achievements, but the judges will still be looking for significant developments or additional objectives and results in the period January 1 to December 31, 2013.
- Each category also has its own judging criteria and specific eligibility – please check that your entry complies with these.
- Throughout the Individual Category Entry Criteria, the words “loyalty programme” mean initiatives, actions, campaigns or processes designed to promote loyalty within the customer base of an organisation or brand and are not restricted to rewards, points, card, coupon or voucher based programmes except where specifically stated e.g. Best Card Based Loyalty Programme.

## INDIVIDUAL CATEGORY ENTRY CRITERIA

### Best Loyalty Programme of the Year – Financial Services

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### Best Loyalty Programme of the Year – Mobile

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### Best Loyalty Programme of the Year – Retail (Food)

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### Best Loyalty Programme of the Year – Retail (Non-Food)

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### Best Loyalty Programme of the Year – Entertainment (including online & social media initiatives such as gamification)

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### Best Loyalty Programme of the Year – Travel (including hotels and destination programmes)

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The awards in the above six categories will go to the organisations or brands within their specific sectors that can show how they have operated the best loyalty programme offering under one or more of the following criteria – value to the customer, commercial benefits for the brand owner and programme manager, enhancement of the brand for the programme partner. Entries should reflect results achieved during the period between January 1 and December 31, 2013. The entrants in each of these categories will also be considered for the category Best Loyalty Programme of the Year which has this year been split by region (page 14).

**Entry forms  
can be downloaded  
at [www.theloyaltyawards.com](http://www.theloyaltyawards.com)**



### **Best New Loyalty Programme of the Year**

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The award will go to the best new loyalty programme first launched or advertised between January 1 and December 31, 2013. Judges will be looking for programmes which offer best value to the customer. Results should refer to number of members acquired, the programme benefits and the average monthly volume of transactions or other differentiators. Creativity, innovation, clarity of product information, including terms and conditions, and the value of the programme benefits are likely to feature in successful entries.

### **Best Use of Technology in a Loyalty Programme**

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This award will recognise the loyalty initiative that has shown innovation and best practice in the use of information and communications technology. Entries are encouraged from organisations which can demonstrate and measure the use of information technology as an enabler for business and customer advantage. Judges will be looking at cost-effective projects where technology has played a key role in enhancing quality, functionality, efficiency, better customer service etc. Submissions should demonstrate effective implementation during the period between January 1 and December 31, 2013.

## **Best Use of Customer Relationship Management (CRM) in a Loyalty Environment**

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Judges will be looking for CRM programmes which demonstrate the innovative use of channels to improve customer retention and satisfaction. Entrants should include details, relating to activity between January 1 and December 31, 2013, of how they have used CRM to offer more relevant products or services or better value to customers, increase customer revenues and return on investment.

## **Best Use of Customer Analytics/Data in a Loyalty Programme**

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The winner in this category will have developed a loyalty programme to gain information about their customers to offer them a better product or service, between January 1 and December 31, 2013. Skills in statistical analysis, market research, spatial analytics and programme performance measurement will be considered in this category. The judges will look for effective targeting and modelling, profitable customer segmentation, and proof of a deep analytical grasp of consumer attitudes and behaviours that have resulted in attributable growth for the brand.

## **Best Use of Communications in a Loyalty Programme**

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The winner in this category will have used customer communications in an innovative or otherwise exceptional manner to improve business performance and achieve objectives between January 1 and December 31, 2013, including customer satisfaction and business profitability. Communications can refer to written, verbal or electronic interface with customers and it includes social media.

## **Best Use of Social Media to Enhance Loyalty**

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The winner of this award will be the organisation that demonstrates the best use of social media to enhance loyalty within their customer base. Entrants should include details, relating to activity between January 1 and December 31, 2013, of how they have used social media to both recruit and retain customers and also expand customer interaction with the organisation. Social media in this context will include social networking sites, blogs and other forms of viral communication including mobile.

## **Best Loyalty Programme Marketing Campaign of the Year**

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Open to all loyalty programmes that have conducted a marketing campaign between January 1 and December 31, 2013. Entrants should outline, within the context of an overall marketing strategy, how their organisation has used an integrated campaign featuring a number of techniques to improve market penetration, enhance customer usage, target specific or new markets etc. Results will be assessed not only on empirical measures (number of new customers, activity levels) of the campaign, but also its creativity and its contribution to building brand values and awareness. In addition, judges will be assessing how clearly the information within the campaign has been communicated to ensure understanding from customers.

## **Best Corporate Social Responsibility (CSR) Initiative Linked to Loyalty**

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The judges will be looking for a project, illustrating results achieved between January 1 and December 31, 2013, which has effectively delivered its corporate and social responsibility objectives. This could be an international, national, or local project and should demonstrate a coherent and integrated approach to the practical demonstration of CSR policies around community, social, ethical or reputational issues in action. Judges will also welcome programmes which aim to improve responsibility or education of key stakeholder groups, such as customers or employees.

## **Best Card Based Loyalty Programme**

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The award will go to the organisation or brand that can show how it has operated the best card based loyalty programme offering under one or more of the following criteria – value to the customer, commercial benefits for the brand owner and programme manager, enhancement of the brand for the programme partner. Entries should reflect results achieved during the period between January 1 and December 31, 2013.

## **Best Coupon or Voucher Based Loyalty Programme**

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The award will go to the organisation or brand that can show how it has operated the best coupon or voucher based loyalty programme offering under one or more of the following criteria – value to the customer, commercial benefits for the brand owner and programme manager, enhancement of the brand for the programme partner. Entries should reflect results achieved during the period between January 1 and December 31, 2013.

## **Best B2B Loyalty Programme**

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This award will go to the loyalty programme that can show how it has focussed on the business customer (large and small), under one or more of the following criteria – value to the customer, commercial benefits for the brand and the business user, and innovation. Results should reflect achievements during the period between January 1 and December 31, 2013.

## **Best Customer Service in a Loyalty Programme**

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Entrants will need to demonstrate a true understanding of their customers' needs through the delivery of world class customer service in a loyalty programme. Judges will look for achievements and initiatives between January 1 and December 31, 2013, which show proof of the impact of an innovative customer care strategy on retention levels and customer satisfaction. Initiatives can refer to different channels of service including written, verbal or electronic communications but must be specific to the loyalty programme.

## Best Loyalty Industry Innovation

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Judges will be looking for innovations, technology based or otherwise, first implemented or launched between January 1 and December 31, 2013 which have increased the competitiveness and effectiveness of the entering organisation or could be considered 'firsts' in the loyalty industry. An innovation can be a product, service, technology, system or procedure.

## Best Short Term Loyalty Programme

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The judges will be looking for the programme or a number of short term initiatives that were running in the period January 1 and December 31, 2013 which resulted in increased customer loyalty to the brand. Results which illustrate increased basket value, shopper visits, a propensity to remain loyal to the brand and increased market share for the brand will be viewed favourably by the judges. Short term loyalty is defined as a programme which runs for a limited time. Entrants should also be able to show how the scheme encourages long term loyalty.

## Best Loyalty Programme of the Year – Central and Eastern Europe

## Best Loyalty Programme of the Year – European Union and Turkey

## Best Loyalty Programme of the Year – Middle East and Africa

## The Victor Ludorum: Best Loyalty Programme of the Year – Pan EMEA Award

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The awards in the first three categories will go to the organisations or brands that can show how they have operated the best loyalty programme within their specific region. The entries need to address one or more of the following – value to the customer, commercial benefits for the brand owner and programme manager, enhancement of the brand for the programme partner. Entries should reflect results achieved during the period between January 1 and December 31, 2013.

Entrants in the six individual categories: Best Loyalty Programme of the Year – Financial Services, Mobile, Retail (Food and Non-Food), Travel and Entertainment, will automatically be considered for these awards (within the specific region in which they operate). Entries are also encouraged from other sectors that were not eligible or who chose not to enter those categories. Entry into a regional categories does not exclude a company from entering other categories with the same product or service.

The winners of the three regional categories will then be considered for **The Victor Ludorum: Best Loyalty Programme of the Year – Pan EMEA Award**

## Loyalty Industry Personality of the Year

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This special award will be presented to an individual or team that has made an outstanding contribution to the advancement and success of the loyalty industry. Nominations may apply to anyone in the industry and are not restricted to programme managers or service providers. The judges will nominate candidates that they feel qualify for this award; however individuals and organisations are also welcome to contact us directly with their nominations. Email **entries@theloyaltyawards.com** Please note you do not need to pay an entry fee to nominate an individual or team initiative in this category.

# TABLE BOOKING FORM

To confirm your attendance at The Loyalty Awards 2014 on Tuesday June 10, 2014 at the Grosvenor House Hotel, Park Lane, London, please complete this form using block capitals and return with payment to:

The Loyalty Awards 2014, C&M Publications, 3a Market Place, Uppingham, Rutland, LE15 9QH (e: info@theloyaltyawards.com). Tables are for a maximum of 10 people and are priced at £2,750+ VAT. All payments in Sterling (total £3,300 including VAT).

Please reserve  tables of 10.

Contact booking name: .....

Company: .....

Job Title: .....

Company VAT exemption number (companies who are VAT exempt only): .....

Address for correspondence: .....

.....

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## Table Host Name

If booking more than one table, please provide table host names for each table

Table 1 Host Name .....

Table 2 Host Name .....

Table 3 Host Name .....

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**Please note that the organisers reserve the right to change your table position but if this is necessary, every effort will be made to equal or better your current location.**

You will be sent a form to complete with the names and titles of your guests closer to the event.

Tickets will be forwarded two weeks prior to the event.

Table bookings are not confirmed until payment has been cleared and an acknowledgement has been issued by the organisers, C&M Publications Limited. Tables can only be cancelled prior to Wednesday April 30, 2014 up to which point a refund will be made after deduction of a 20% administration fee. After that date I understand that no refunds will be made. Tables will be allocated at the point of payment.

Signature .....

Name (in CAPITALS) .....

Date .....

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