

2026 SILA LOYALTY LEADERS SUMMIT AGENDA

10:00am - 10:30am | Registration & Morning Tea

Enjoy morning refreshments while reconnecting with industry peers, meeting new contacts and exploring the latest innovations from our partners.

10:30am - 11:30am | VIP Connections

A fast-paced, structured networking session connecting you with leading solution providers through a series of focused, one-to-one table conversations.

11:30am - 12:05pm | Mandy Gallie, Mastercard - Loyalty Insights

Explore the forces shaping loyalty across South East Asia. Exclusive regional insights reveal what leading organisations are doing differently, what's changing and where the next opportunities lie.

12:05pm - 12:40pm | Winona Johnson, Thinking People - The Science of Loyalty – Applying Behavioural Science to Unlock Customer Value and Commercial Effectiveness

This session explores how leading organisations are applying specialist behaviour change expertise to unlock greater customer loyalty and commercial impact.

12:40pm - 1:40pm | Premium Buffet Lunch

Enjoy a delicious premium buffet lunch, with plenty of time to relax, connect and continue the conversation with fellow loyalty leaders.

1:40pm - 2:00pm | The Loyalty Challenge

Put the morning's insights to the test in a fun, fast-paced table challenge. Work together, test your loyalty knowledge and compete for the winning prize.

2:00pm - 2:45pm | Collaborative Loyalty Workshop

Apply the morning's insights to a real-world loyalty challenge. Explore opportunities across loyalty, CRM and customer engagement, and develop a practical strategic solution.

2:45pm - 3:15pm | Loyalty TED Talks part 1

Chen Peng, Minden AI - The AI Shift: What's Next for Loyalty?

AI is reshaping how brands understand, engage and create value for their members. Chen explores where AI is transforming loyalty programs - a paradigm shift from brand initiated prediction to a member initiated value negotiation.

Emilie Couton, Accor Plus - Loyalty is Changing. Are You?

Hear how changing consumer expectations and use of data and insights are reshaping the value of loyalty: what makes it worth paying for, worth belonging to and ultimately worth investing in.

3:15pm - 3:45pm | Afternoon Tea

Recharge over afternoon tea, connect with fellow attendees and reflect on the day's insights.

3:45pm - 4:15pm | Loyalty TED Talks part 2

Henry Christian, Metro Singapore - Is Your Loyalty Strategy Ready for AI?

Henry explores where technology can create meaningful value, the strategic choices facing loyalty leaders and how to embrace AI without losing the human connection that makes loyalty matter.

Kawin Tangudtaisak, The 1 Central Group - From Loyalty Program to Lifestyle Ecosystem

Drawing on The 1's transformation into an integrated lifestyle platform, Kawin explores how data, personalisation and partnerships connect brands, enrich everyday experiences and build lasting customer relationships.

4:15pm - 4:45pm | Loyalty Leadership Panel

Bringing together our Loyalty TED Talk speakers for a challenging question and answer session.

4:45pm - 5:00pm | Closing Insights & Key Takeaways

Bring the day's ideas together with the key insights, perspectives and actions to take back to your organisation.

5:00pm - 6:00pm | Networking Drinks

Close the Summit over drinks, reconnect, build new relationships and continue the day's conversations.

6:00pm - 8:00pm | VIP Sponsor Dinners - By Invitation

Continue the evening with intimate hosted dinners, bringing together invited guests, industry leaders and SILA sponsors for deeper conversations and connections.

