



ACCREDITED LOYALTY EDUCATION COURSE

AUSTRALIANLOYALTYASSOCIATION.COM/EDUCATION

OVERVIEW

These two day courses, accredited by The Australian Loyalty Association (ALA) and held yearly in Sydney, Melbourne and virtually covers all aspects of loyalty including: **Loyalty History, Benefits & Challenges, Essential Loyalty Principles, Segmentation & Member Lifecycles, Monetisation & Financial Modelling, Behavioural Science & Loyalty Psychology, Program Decision Layers & Strategy Development, Loyalty Trends & Technology, Data, Loyalty Program Measurement & Reporting, Privacy & Loyalty Program Fraud Prevention.**

The course offers a combination of lectures, group discussions, case studies, and module exercises and will provide the processes and tools needed to create, develop and manage a world-class loyalty and customer engagement program.

These courses are designed for more experienced managers and new entrants to the industry seeking to improve their skill levels. By the end of the course, participants will be able to apply their new knowledge and skills in their career and business to build a more engaging loyalty program and confidently improve customer retention and advocacy.

Key industry partners and consultants have contributed to the course content, providing expert insights and exposure to the industry.



'I loved that there was always opportunity for discussions and debate in the group. The different modules were clearly laid out, a good length and the exercises following each of the modules solidified the learnings for me.'

Gen Pigott, Partnerships Manager
CALTEX AUSTRALIA LIMITED

'A really beneficial course that allowed for open table discussions with other professionals in the industry and welcomed ideas that I wouldn't have thought of. The course materials were set out professionally, with great real life examples that helped me understand the concepts more readily.'

Sarah Neeson, CRM Coordinator
TOTAL TOOLS



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COURSE DESIGN

The course will be led by industry professional Sarah Richardson and supported by **expert guest speakers**. Running for a total of 2-days, the course includes eight 90-minute modules. At the completion of the course, participants will be awarded with a **certificate in Customer Engagement & Loyalty accredited by The ALA**. Courses are capped at a maximum of 24 participants. Morning tea, Lunch and Afternoon tea are provided for both the virtual and in person sessions.

Course Modules

Module 1: Loyalty History, Benefits and Challenges, Essential Loyalty Principles

Learn about the history of loyalty programs, the benefits and challenges of running a loyalty program from the perspective of your organisation, your customers and your partners and lastly the 6 loyalty principles that govern all successful programs.

Module 2: Segmentation and Member Lifecycles

Understand the segmentation models that will be essential to enable personalisation and map your members experience at the key moments of truth throughout their complex journey with your brand, to drive real locked on loyalty.

Module 3: Monetisation and Financial Modelling

The monetisation of loyalty programs is essential to all successful programs. Learn the different ways that loyalty practitioners use to monetise their programs and how to build commercial models for any framework, whether points based or rewards only.

Module 4: Behavioural Science and Loyalty Psychology

Delve into consumer psychology and learn how to incorporate the top 10 psychological drivers to deepen your members engagement with your brand and nudge desired behaviours.

Module 5: Program Decision Layers & Strategy Development

Find the right construct to suit your business objectives, and your unique member requirements through the 5 Program Decision Layers made up of design frameworks, reward constructs, reward options, program enhancement options and program names and the best way to develop your companies loyalty strategy based on SWOT and TOWS.

Module 6: Loyalty Trends and Technology

Understand the main components required to build a best-in-class loyalty technology solution for your organisation. Building on this we will explore the latest emerging technology trends from across the global loyalty industry to help you keep your program at the forefront of industry.

Module 7: Data, Loyalty Program Measurement & Reporting

Understanding where you are at in your data cycle is crucial to the modernisation of your program. Measuring and reporting the successes of your program and supplying the organisation with sophisticated data and insights is key to success.

Module 8: Privacy and Loyalty Program Fraud Prevention

From our international experts, understand the key aspects of security and fraud risks associated with loyalty programs and how the privacy of your members can be protected.

PRESENTER PROFILES

Expert speakers selected for key modules.

Sarah Richardson

Sarah has over 20 years of experience in the corporate world, with wide industry knowledge across a range of sectors including retail, FMCG, insurance, automotive, telecommunications, property, and IT. In her career, Sarah has held senior marketing and customer loyalty positions in organisations such as Telstra, Suncorp, Australia Post and Myer, and also enjoyed her time working as the CRM director at Sapient Nitro.

In 2012 Sarah started Global Loyalty, (now amalgamated with SCIENSA) an organisation that specialises in strategy development, planning and implementation of customer loyalty enhancement projects. Sarah tutored Direct Marketing at the Queensland University of Technology (QUT) and held the position of QLD State Chairman of ADMA for many years.

In 2014, Sarah registered The Australian Loyalty Association under whose banner is held the Melbourne Loyalty Networking Event, International Virtual Loyalty Conference and the Sydney Loyalty Networking Event.

2026 COURSE DATES

Sydney - 4th-5th May 2026

Melbourne - 11th-12th May 2026

COST

Full Price* - AU\$990 + gst per person

Private Sessions for 5+ Attendees are available, please contact ALA at events@australianassociation.com

*10% discount is available for sponsors and associates of ALA

BOOKINGS

Places are limited, be sure to register your place early. Bookings for **all courses** can be made through the ALA website: <https://australianloyaltyassociation.com/education>

For further details, contact Australian Loyalty Association on 0438 923 300 or events@australianloyaltyassociation.com

