

Truth Loyalty Master Class

A two-day master class in loyalty, aimed at providing an in-depth understanding of the loyalty industry, including loyalty best practice, trends and how to build a compelling loyalty programme for your business.

The truth loyalty master class is aimed at providing CRM and loyalty managers, advertising agency strategists or account managers, marketing teams and loyalty service providers as well as students studying marketing or business with an in-depth understanding of the loyalty industry, including loyalty best practice, trends and how to build a compelling loyalty programme for your business.

Importantly, the master class will include latest trends in South African loyalty from the 2017 Truth Loyalty Whitepaper. Valuable insights derived from 25,000+ people surveyed in the Whyfive BrandMapp annual survey.

Other highlights include:

- * Learn about the evolution in loyalty and fundamentals of developing your loyalty strategy.
- * We'll share a seven-step process to design and implement a compelling loyalty programme for your business.
- * Receive an official Truth loyalty certificate of completion and a hard copy of the 2017 Truth Loyalty Whitepaper.

Date: 12 October 2017 to 13 October 2017

Time: 08:30 - 16:00

Venue: Vega School, Cape Town

Cost: R7,999 (excl. VAT)

For more, visit: <https://www.bizcommunity.com>