

# ADVANTAGE AI: MORE ENGAGEMENT, MORE SALES DIGITAL LOYALTY



May 14, 2019 • Paris, France



#CardLinXForum

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## CARDLINX EUROPE AGENDA

Paris Marriott Champs Elysees  
May 14, 2019

As consumers become more savvy and technology use increases, retailers, tech companies and fintech innovators are designing creative digital loyalty programs to engage consumers, extend branding values and increase incremental sales.

As Europe adjusts to the effects of GDPR, digital loyalty will become an even bigger opportunity for retailers and technology companies to connect directly with their customers. At this CardLinX Forum, hear from leading companies on how they are combining the latest technologies in big data analysis, geo-location, social media and retail engagement to seamlessly blend online and in-store experiences.

**9:00 AM** NETWORKING BREAKFAST AND REGISTRATION

**9:30 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association

**10:00 AM** KEYNOTE – Gilles Nectoux, Chief Executive Officer, Plebicom

**10:30 AM** NETWORKING BREAK

**11:00 AM** KEYNOTE – Omar Rafii Co-Founder and CEO, Krowd

**11:30 AM** KEYNOTE – Campbell Shaw, Head of Bank Partnerships, Cardlytics

**12:00 PM** KEYNOTE - Dev Subrata, CEO and Founder, Fidel

**12:30 PM** CLOSING COMMENTS – Silvio Tavares, President and CEO, The Cardlinx Association

ATTENDING COMPANIES  
INCLUDE:

