

# CARDLINX EUROPE FORUM – DIGITAL LOYALTY

“Advantage AI: More Engagement, More Sales”

May 14, 2019 | Paris, France



#CardLinXForum

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## CARDLINX EUROPE FORUM AGENDA

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, you will 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 – Sabine Brunthaler, Head of The CardLinX European Advisory Board
- 9:45 AM** KEY TRENDS – Silvio Tavares, President and CEO, The CardLinX Association
- 10:00 AM** KEYNOTE – “Enabling Retailers to Recruit and Retain through Performance Marketing” Gilles Nectoux, Chief Executive Officer, Plebicom
- 10:30 AM** NETWORKING BREAK
- 11:00 AM** KEYNOTE – “Beyond AI as a Fad to AI as a Profit Driver for Banks” Omar Rafii Co-Founder and CEO, Krowd
- 11:30 AM** KEYNOTE – “Dispelling the Myth...for Fintechs to Win, Banks Have to Lose” Campbell Shaw, Head of Bank Partnerships, Cardlytics
- 12:00 PM** KEYNOTE – “Empowering Consumers while Driving Sales and Retention for Businesses” Dev Subrata, CEO and Founder, Fidel
- 12:30 PM** PANEL DISCUSSION – “The Power of Data: How PSD2 and GDPR are Driving Innovation in Europe”

ATTENDING COMPANIES  
INCLUDE:

