

Agenda for Tuesday, 22nd January

- 09.00 – 09.30 **Registration**
- 09.30 – 09.40 **Opening, Welcome and Notices**
[Kim Dinan, European Customer Services Director, SVS](#)
- 09.40 – 10.15 **SVS Business Review and Looking Ahead**
[Germain Roesch, Executive VP & Managing Director, SVS](#)
- 10.15 – 11.00 **How Customers Behave**
[Ian Redpath, Eyetracker](#)
- 11.00 – 11.15 **Coffee and Networking Break**
- 11.15 – 12.00 **SVS Design and Merchandising**
[Steve Bradbery, VP International Product Solutions, SVS](#)
Guest contributors: Malcolm Unwin, Kinetic
- 12.00 – 12.20 **Customer Speaker**
[Andrew Bailey, Commercial Manager, Tesco Bank](#)
Setting the building blocks for a multi-channel prepaid environment including B2B
- 12.20 – 12.40 **Customer Speaker**
[Amanda Walter, Commercial Manager, Tesco Bank](#)
Success and challenges in merchandising and promotions
- 12.40 – 13.40 **Lunch**
- 13.40 – 14.20 **SVS on Mobile Wallet**
[Joe Sanchez, VP Strategic Partnerships & Business Development, SVS](#)
The latest update on mobile and how this fits with the Prepaid market
- 14.20 – 15.35 **Workshop: Creating a Multi-channel Proposition to Boost Revenue and Grow Brand Loyalty**
[Facilitated by Jenny Parris and Jimmy Polk, SVS](#)
- 15.35 – 15.50 **Coffee Break**
- 15.50 – 16.15 **Workshop Feedback**
- 16.15 – 16.45 **Keynote Speaker**
[Anil Aggarwal, Payments Business Development, Google, and Chairman, Money2020](#)
Facilitated by Tony Craddock, Global Exchange
- 16.45 – 17.15 **Innovation with SVS Campaign Manager**
[Steve Bradbery, VP International Product Solutions, SVS](#)
- 17.15 **Summary of Day, Actions, Q&A and Closing**
- 19.30 – 22.00 **Dinner and 21st Anniversary Celebration**

Agenda for Wednesday, 23rd January

- 07.30 – 09.30 **Breakfast**
- 09.00 – 09.30 **Networking**
- 09.30 – 09.40 **Welcome and an Outline of the Day Ahead**
Kim Dinan, European Customer Services Director, SVS
- 09.40 – 10.20 **The Art of Being Chosen**
Martin Butler, Author and Lecturer
Specialising in Retail, Branding and Marketing
- 10.20 – 11.00 **SVS B2B Update**
Steve Bradbery, VP International Product Solutions, SVS
- 11.00 – 11.15 **Coffee Break and Networking**
- 11.15 – 11.35 **Customer Presentation**
Stuart Lawrence, Gift Card Manager, B&Q
Building a successful multi-channel gift card strategy with B2B and digital
- 11.35 – 12.05 **External Speaker**
Importance and experience in B2B/Multi-channel
- 12.05 – 13.35 **Extended Networking Lunch**
- 13.35 – 14.00 **SVS 3rd Party Integration**
Joe Sanchez, VP Strategic Partnerships & Business Development, SVS
- 14.00 – 14.15 **Customer Presentation**
Successful promotions; tried and tested with social media
- 14.15 – 14.45 **2013 Opportunities for Promotions**
Jenny Parris, VP Global Marketing, SVS
- 14.45 – 15.15 **Loyalty with Gifting – an Interactive Panel Session**
 - **Mark Beresford, Director, Edgar, Dunn & Company:** The analyst
 - **Amy Hunt, VP Loyalty Sales, SVS:** The customer experience
 - **Nancy Peterman for Victoria's Secret and Barnes & Noble:** Customer insight
 - **Gaetano Giannetto, Managing Director, Epipoli:** Loyalty specialist
- 15.15 – 15.45 **General Q&A and Open Panel Session**
- 15.45 – 16.00 **Closing Remarks**
Germain Roesch, Executive VP & Managing Director, SVS