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## ICLP Sponsors and Speaks at Top Frequent Travel Awards

22 April 2009 – Global loyalty marketing agency ICLP is delivering a keynote presentation at the Frequent Travel Marketing Association (FTMA) 2009 Spring Conference to address the key topic of recession-proofing your loyalty programme. The presentation will examine the actions of streamlining and downsizing loyalty programmes in a recession.

Mary Carse, loyalty strategist at ICLP, will explore the current and future trends in customer behaviour and technology which are impacting the travel industry, and demonstrate how the current loyalty programme landscape will evolve as a result. She will speak about how to streamline a loyalty programme by identifying the right customers, putting them in order by value and communicating and connecting with each group in relevant and innovative ways.

The theme of the FTMA conference is "The Loyalty Stimulus Package - Strategy/Networking/Solutions" and will be attended by top airline and hotel companies interested in maximising the profitability of their loyalty programmes.

Taking place in Florida on the 22<sup>nd</sup> and 23<sup>rd</sup> April 2009, the conference will be held in conjunction with the 21<sup>st</sup> Annual Freddie Awards for which ICLP are sponsoring.

Each year the Freddie Awards provide frequent travellers a chance to voice their opinions about their favourite frequent travel programmes. Programmes from around the world compete in nine Freddie Award categories, culminating in the highly coveted programme of the year award.

As a global leader in loyalty marketing, ICLP currently shapes and runs some of the largest and most advanced loyalty programmes in the world. With over 20 years experience of working with some of the leading airlines and hotels, ICLP is able to leverage this insight and best practice to actively contribute to the FTMA conference and is proud to be sponsoring the Freddie Awards for the 3rd consecutive year.

### **About ICLP:**

ICLP is the world's NO 1 specialist loyalty marketing agency - we 'manage' (create, retain & grow) profitable relationships on behalf of our clients and deliver world-class loyalty marketing solutions via 3-core competencies: Consulting. Creative. Client Services.

ICLP currently has offices in Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, Mumbai, San Francisco, Sao Paulo, Shanghai, Singapore, Sydney, Tokyo, and Zurich.

ICLP effectively manages profitable relationships by leveraging their commercial experience, creativity & customer insight. This enables them to define profitable behavior and identify best customers, design marketing initiatives to maintain & influence profitable behavior (create, retain and grow profitable relationships) and deliver incremental yield and maximise customer lifetime value. Their list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers.

[www.iclployalty.com](http://www.iclployalty.com)



managing profitable relationships

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