

# LOYALTY WORLD    BIG DATA WORLD CANADA

## Post event report 2013

March 5-6, 2013  
Hyatt Regency Hotel | Toronto | Canada

created by  
**terrapinn**  
use your brain

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The 1<sup>st</sup> annual Loyalty World Canada and Big Data World Canada conferences were held at the Hyatt Regency in Toronto, showcasing the most pertinent themes and challenges facing both industries today.

Each conference spoke to the relevant topics most pressing to their current industries. For loyalty marketing that meant engagement, retention, customer experience and the utilization of social media. For Big Data, there was a large focus on data architecture, ethics, security and analytics.

While these conferences addressed different topics, each is continuing to grow in relevance for the other industry and becoming further intertwined. This allowed many attendees to come in as a team of both data and marketing experts, with each profile attending the sessions most relevant to them, and regrouping during the networking breaks.

Delegates also had a lot of fun, meeting great contacts through our morning Speed Networking session and our fantastic “Fun in the Sun” beach themed cocktail party!

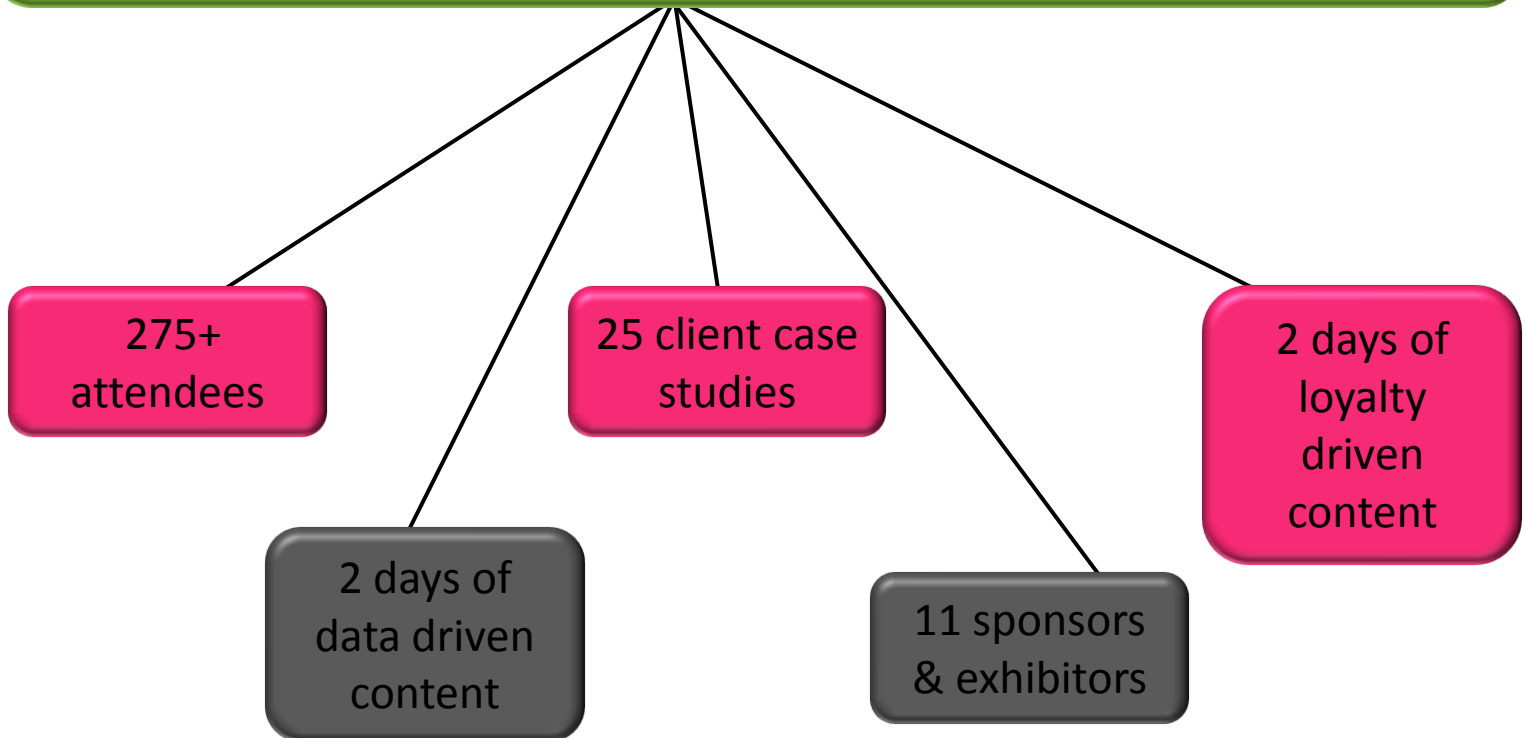
This post-event report highlights the attendance demographics, top speakers, and marketing performance.

“I really enjoyed Loyalty World Canada. I thought it was a very good conference, with some great brands and retailers in attendance. I will definitely be making the recommendation to include in our budget next year.”

-Sean Dempsey, Maritz Canada

# event by numbers

For our launch in Toronto, we received a tremendous outpouring of support by Canadian and international firms alike, making this one of the most successful conference launches in history:







# keynote speakers



**Steve Silverstone**

Executive Vice President, Marketing  
**Boston Pizza International**



**Dr. Attila Barta**

Head of Architecture at Private  
Client Group and BMO Insurance  
**BMO Financial Group**



**Joel Yashinsky**

Senior Vice President & Chief  
Marketing Officer  
**McDonald's Restaurants of  
Canada Limited**



**Vince Timpano**

President and CEO, Canada  
**Aimia**



FROM TRANSACTIONS  
Nurturing Relationships

FROM TRANSACTIONS TO TRUST  
Marketing Relationship Towards Growth



LOYALTY WORLD

BIG DATA WORLD

FROM TRANSACTIONS TO TRUST  
Marketing Relationship Towards Growth

# day 1 highlights



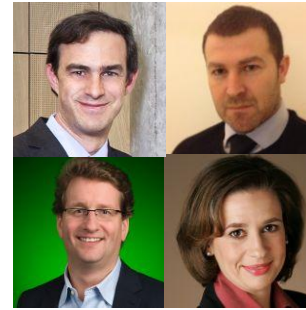
**Katherine Dimopoulos**, Head of Marketing and Brand Experience of **SCENE LP** demonstrated how her program continues to evolve and change with the growing e-commerce customers



**Andrew Konrad**, Manager of Analytics for **Well.ca** bridged the gap between data and marketing and shared how his team works together to make the best use of data possible for their marketing plans



**Lisa Middleton**, Director of Marketing and Audience Development, **Stratford Shakespeare Festival**, showed our audience a unique perspective on utilizing a multi-channel approach with customers



The most anticipated panel of the day, **Avi Goldfarb** asked the tough questions to **Boris Zaidfeld**, **Tim Wilson** and **Shauna Emerson O'Neill** about ethics and morals in a Big Data World



**John McCauley**, Senior Director, Digital at **Maple Leaf Sports Entertainment** gave us the inside scoop on how MLSE reached out to fans after the hockey strike, and continue to communicate through various social media channels



**Patrick Martin**, Product Manager of Data Warehouse and Strategy Manager at **Zappos** asked the hard questions, pushing everyone in the audience to determine if all data is good data or if you need to pinpoint certain kinds for your organization



# day 2 highlights



**Martin Wildberger**, Vice President of Information Management Development at **IBM** started the day with a stirring keynote on how Big Data in bringing in “a new era of computing”



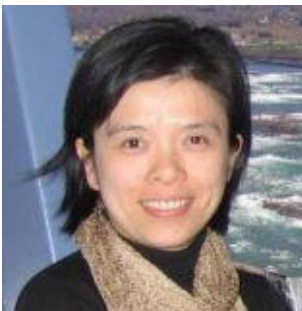
**Ryan Hops**, Chief Product Officer for **WallstreetSurvivor.com** spoke to companies large and small as he discussed how to (not) antagonize customers with new changes to your offerings



**Michael Wong**, Director, Enterprise Business Intelligence Services and Social Media Analytics at **Royal Bank of Canada** wowed the audience with an on-site run through of how RBC computes data on a daily basis



With the most innovative presentation of the day, **Steve Griggs**, Chief Operating Officer from the **Tampa Bay Lightning Hockey Team** showcased how his team incorporated new RFID technology to not only retain season ticket holders, but build a community around their hockey team



**Dr. Tong Sun**, Principal Scientist from **Xerox** drove the point home for her audience, emphasizing how data can help you identify your brand’s influencers and build more engaged communities



**Kevin O'Brien**, Chief Commercial Officer at **Aeroplan** took a break from his Chairing role from Day 1 to discuss the growing benefits for all parties when creating coalition programs

With digital and social technologies moving fast,  
capture first and ask questions later? A  
discussion on data variety and volume and to what  
approach is needed

Host: Dr. Avijit Ghosh, Professor, York University  
School of Management

Guests:  
Erica  
S...



“Great collection of various topics that address the need for Big Data and emerging trends that provide insight for transforming your business”

-David Liebskind, GE Capital

“Great insights into the world of loyalty trends and relevant case studies”

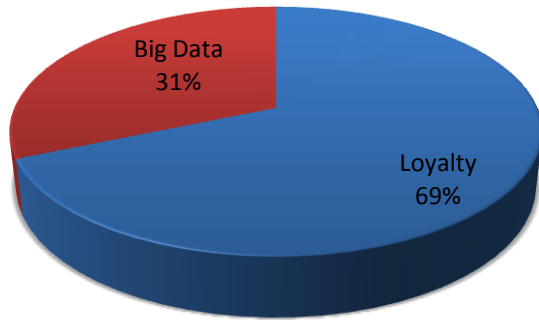
-Nicole Richard, Co-op Atlantic

“Awesome. Great job Terrapinn. The organizers are very professional and designed [the conference] to the best, optimal way”

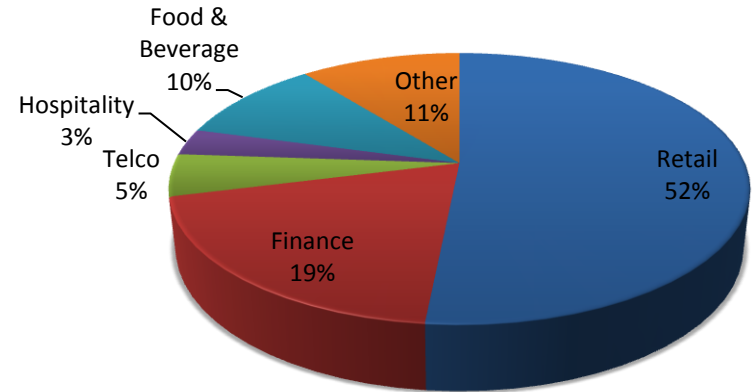
-Sagar Cheemakura, Canadian Business Strategy Association

### Big Data vs. Loyalty

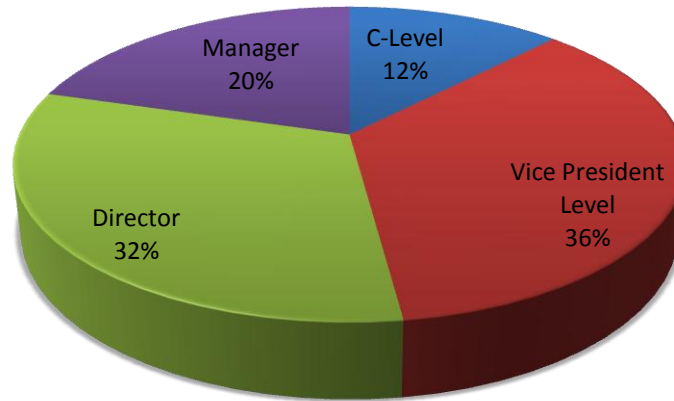
(entire audience breakdown)



### Industry Profile



### Job Profiles





# participating brands



# sponsors & exhibitors

## LOYALTY

Title sponsor



Gold sponsor



Silver sponsors



Speed Networking sponsor



## BIG DATA

Platinum sponsor



Gold sponsor



Silver sponsors



Associate sponsor

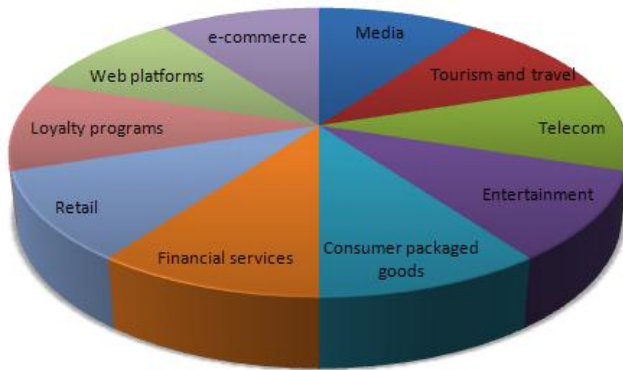


Speed Networking sponsor

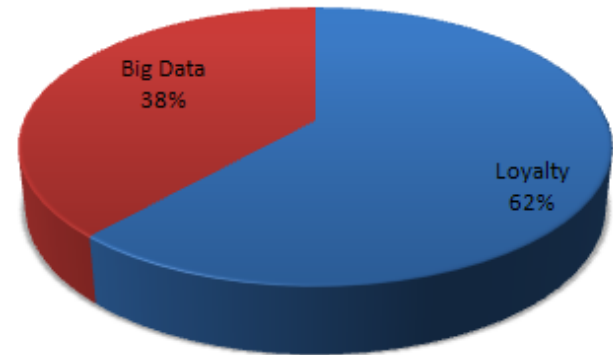


Our marketing campaign ran from September 2012 to March 2013 and used multiple channels. The promotion undertaken utilized direct mail, e-marketing, inserts, page advertising, trade press, online and PR.

**Industry Sectors**

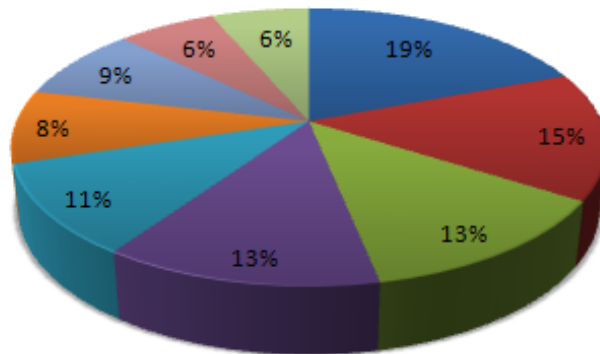


**Website Pageviews**



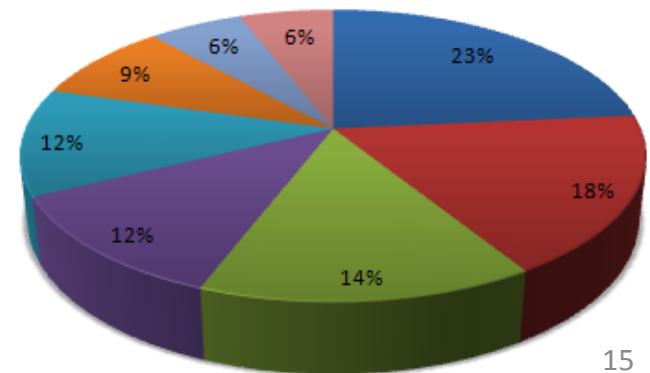
**Top Loyalty Referral Sites**

- lmodules.com
- loyalty.com
- blogs.terrapinn.com
- colloquy.com
- linkedin.com
- aimia.com
- facebook.com
- canadiangrocer.com
- m.facebook.com



**Top Big Data Referral Sites**

- blogs.terrapinn.com
- linkedin.com
- cips.ca
- cloudera.com
- terrapinn.com
- lmodules.com
- richard-wilson.blogspot.ca
- splicesoftware.com



# email analysis

**Total Number of Emails: 9**

**Total Number of Emails Sent: 80,218**

**Open Rate: 26.86%**

**Click Rate: 1.33%**

\*Please note: Average open rates are about 10%  
Average click rates are about 1%



# media partners



# event team



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get **involved**

# LOYALTY **WORLD**    BIG **DATA** **WORLD** CANADA

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