

# CARDLINX EUROPE: ADVANTAGE RETAIL

## How Data and AI are Expanding Online-to-Offline Commerce

March 20, 2018

Marriott County Hall - London, UK



#CardLinXForum

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### CARDLINX EUROPE AGENDA

This conference explores European innovations in fintech, APIs and analytics for data-driven commerce by the leading companies in their industries. With ever more contextualized consumer data from smartphones, smartwatches to self-driving cars, retailers, payment networks, social networks and technology providers are poised to create seamless, always accessible payments. But this future requires AI to facilitate an online-to-offline (O2O) infrastructure that is interoperable, scalable and flexible. In Europe, O2O commerce is growing rapidly as the European Union moves towards open data in banking, unleashing an once-in-a-generation opportunity to launch innovations in card-linking, loyalty and digital marketing.

- 8:30 AM** NETWORKING BREAKFAST & REGISTRATION
- 9:00 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association
- 9:15 AM** KEYNOTE – “The New European Paradigm for Data and Commerce”  
Matous Michnevic, VP, Merchant Loyalty & Partnerships, UK/Europe & MEA, Mastercard
- 10:00 AM** KEYNOTE – “Financial Data as a Catalyst for a New Wave of Innovation”  
Dev Subrata, CEO and Founder, Fidel
- 10:45 AM** NETWORKING BREAK
- 11:00 AM** KEYNOTE – “Retail Case Studies in European Online-to-Offline Commerce”  
Campbell Shaw, Head of Banking Relationships, Cardlytics
- 11:45 AM** KEYNOTE – “Using Financial Data to Drive Consumer Engagement and Loyalty”  
Jakub Piotrowski, Chief Revenue Officer & Head of Customer Engagement, Meniga
- 12:30 PM** CLOSING COMMENTS – Silvio Tavares, President and CEO, The CardLinX Association

### ATTENDING COMPANIES INCLUDE:

