

**CARD-LINKING & LOYALTY:  
WHAT DRIVES INTEROPERABILITY  
(AND ELIMINATES FRICTION)?**

**TUESDAY, FEBRUARY 22ND | VIA ZOOM  
2:00PM – 5:00PM (PARIS GMT+1)**



**CARDLINX FORUM EUROPE AGENDA**

Card-linked offers and card-linked loyalty program growth is surging, with 35% of respondents to a recent DCA survey reporting 100%+ growth levels in the previous year. Explore forces are at work by merchants, banks and card-issuers vying for consumer market share in increasing card-linking’s popularity.

- 2:00PM WELCOME**  
Dan Currell, Conference Host & Managing Director, Advance Law
- 2:20PM KEYNOTE 1: 'The Evolution of Loyalty Commerce'**  
Guy Deslandes, Global Head of Business Development & Client Services, Collinson Valuedynamx
- 2:50PM KEYNOTE 2: 'Account Linking: The Ultimate Card-Linking Accessory'**  
Ester Shin, Head of Operations, Pentadata & Ed Puckhaber, President & COO, Thanks Again
- 3:20PM KEYNOTE 3: 'The Loyalty Blueprint'**  
Pete Howroyd, Chief Executive Officer, Swapi
- 3:50PM CLOSING COMMENTS**  
Dan Currell, Conference Host & Managing Director, Advance Law
- 4:00PM CONCLUSION OF EVENT**
- 4:00PM MEET-UPS**  
Video 1:1 Networking Session

**REGISTERED COMPANIES**

	
	
	
	
	
	
	