



Who is attending The BIG Handshake Loyalty 2024?

We're thrilled to announce that we've reached a BIG milestone!

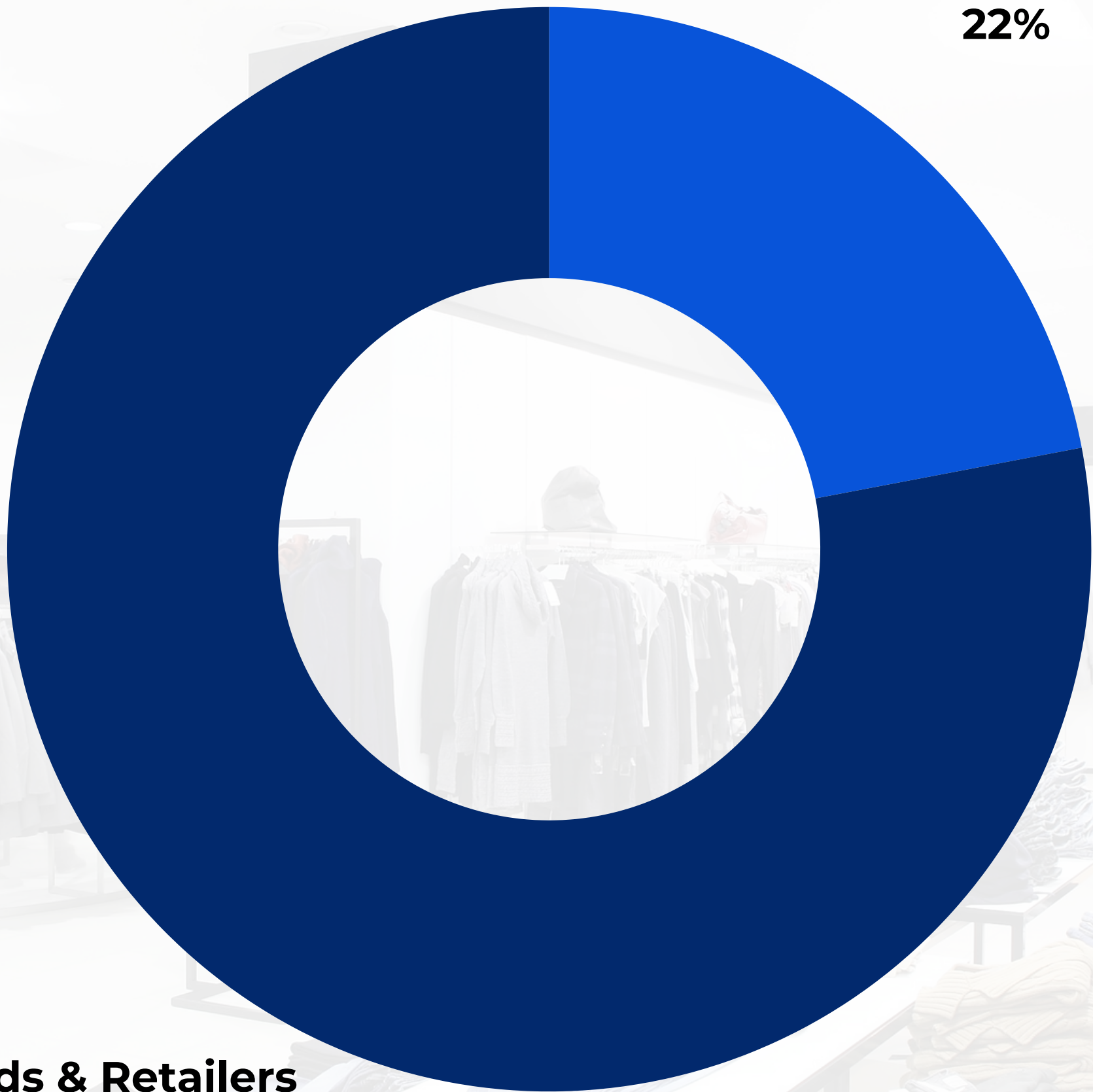
With over 120 attendees already registered, we're excited to share some insights about our community joining the conference so far.



Industry Breakdown

Solution Providers
22%

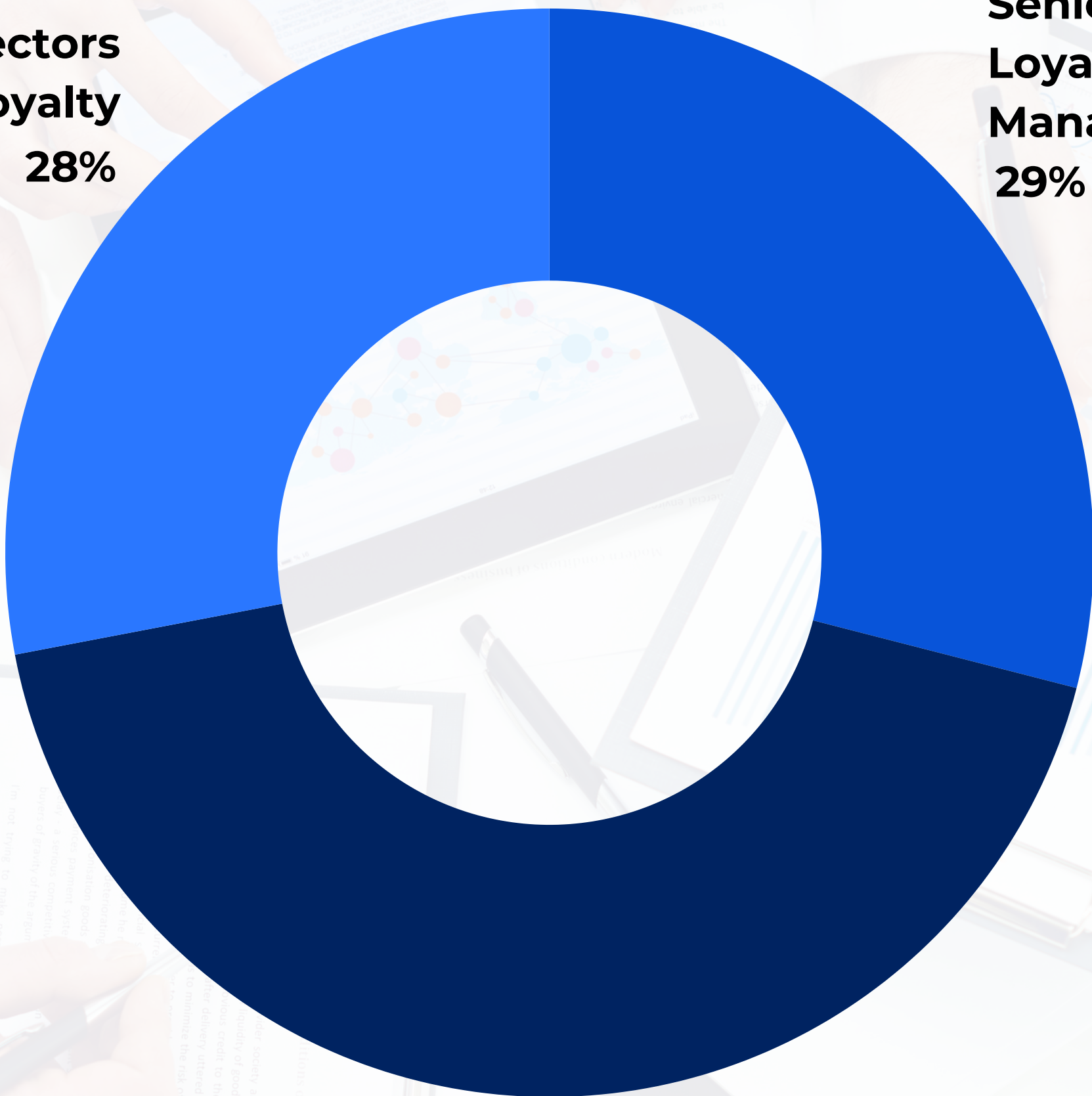
Brands & Retailers
78%



Seniority Breakdown

**Loyalty Leads
and Directors
of Loyalty
28%**

**Senior/
Loyalty
Managers
29%**

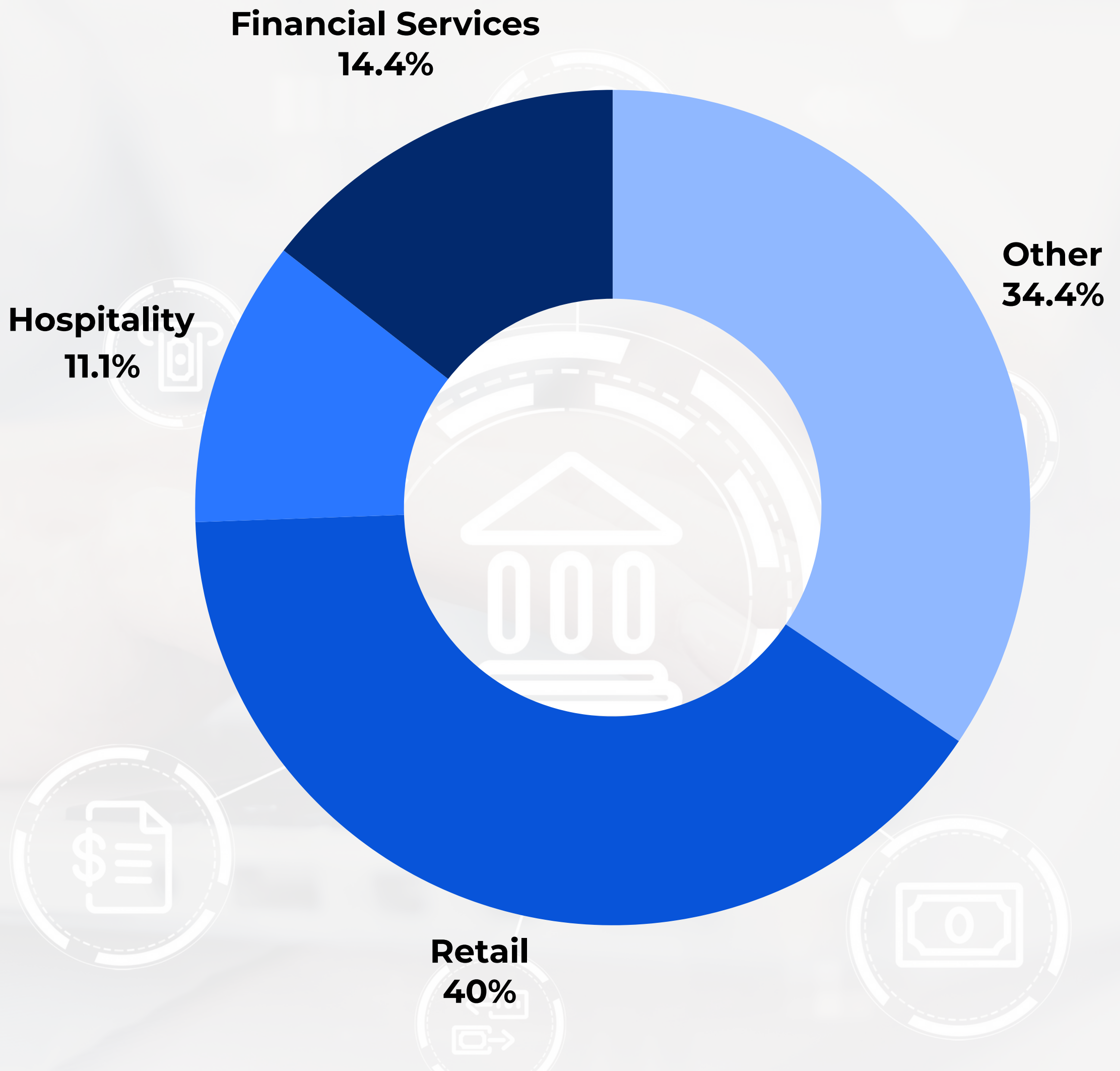


**Head of Loyalty/CRM
43%**

***Job titles for brands / retailer attendees only**



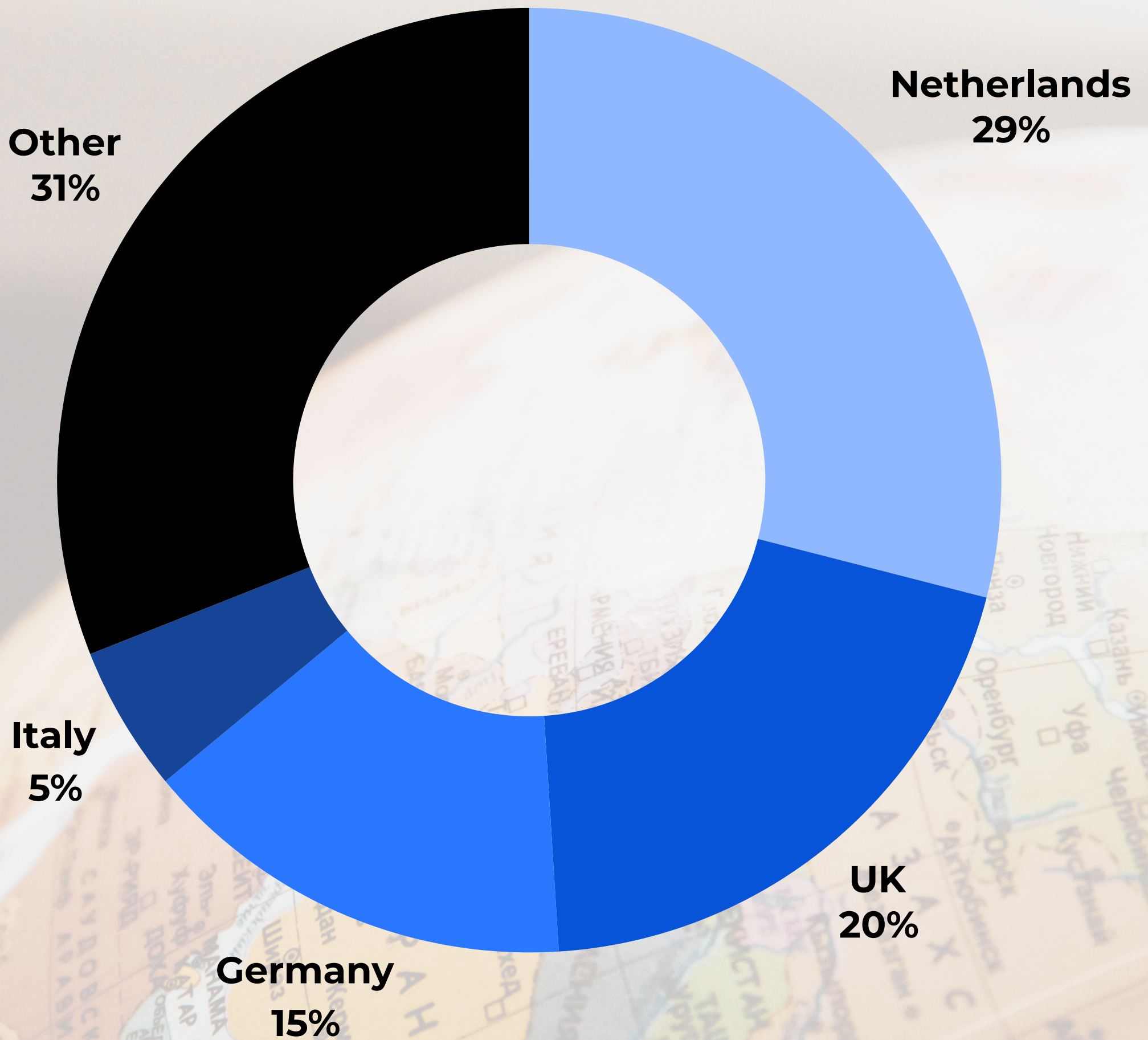
Market Breakdown



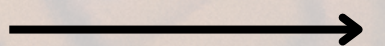
"Other" includes: Energy, Entertainment, Consumer Goods, Internet Services, Media and Aviation.



Country Breakdown



"Other" includes: France, Spain, Sweden, Norway, UAE, Poland, Serbia



A significant **28%** of businesses are seeking a **new loyalty solution** within the next 12 months, highlighting the importance of effective customer retention strategies in driving long-term success.

To date, we've secured over **140 business introductions** for partners and sponsors, a testament to the value we bring to the loyalty community and the doors we can open.

Here's to reaching many more milestones!

