

Keynote / 45 min

English / PT

Marketing &
Loyalty Leaders

The Leaky Bucket

*Why your loyalty program is producing less loyal customers — and how to fix it.
Inspirational cases on how Sports & Wellness brands are getting it right.*



*The average consumer is enrolled in **17 loyalty programs** but active in only **8**. The global loyalty industry is worth billions and growing at double digits. And yet true brand loyalty hit its lowest point in years. We've spent decades building a massive industry — on the wrong foundation.*

// SESSION STRUCTURE

1

The Provocation

The numbers that expose the paradox: the industry is booming, but member engagement is declining. Why pouring more into the top of the bucket doesn't fix the holes.

2

Why the Bucket Leaks

Three structural holes in most loyalty programs: optimised for transactions not relationships; value designed for the brand's P&L, not the member's life; community and identity completely absent.

3

The Triple Pay-off

A working model shaped by years inside Nike and ASICS. Membership only works when it delivers simultaneously for the Business, the Brand, and the Member. Fail one — the bucket leaks.

4

Sports & Wellness Gets It Right

Why this vertical is ahead of every other industry in loyalty design — and what the rest of the world can learn from it. Live case studies from inside the brands.

5

How to Fix Your Bucket

Three actionable moves any loyalty team can implement. Audience leaves with a framework they can use on Monday.

// THE FRAMEWORK

The Triple Pay-off

A model shaped by 20 years inside the world's most recognised sports membership programs.

BIZ

For the Business

Commercial impact, retention, lifetime value, reduced acquisition cost

BRD

For the Brand

Deeper relationships, identity, belonging — loyalty that outlasts promotions

MBR

For the Member

Genuine value beyond discounts — whatever value means to them

// CASE STUDIES

ONEASICS

NIKE MEMBERSHIP

STRAVA

WHOOP / OURA

