

Agenda



MORNING SESSION

▶ OPENING CEREMONY & PANELS

- **Registration & Welcome Experience** Mirror wall experience, exhibition walkthrough, and opening notes.
- **Opening Ceremony** Ribbon cutting, royal address, and Bvndle opening notes.
- **Keynote** Loyalty Is the New Currency — Why Young People Value Brands That Value Them.
- **Talk** From Policy to Prosperity — Building the Cultural Economy for Nigeria's Next Generation.
- **Roundtable** The Future Is Rewarded — How Tech Is Powering the Appreciation Economy.
- **Panel** Loyalty That Pays — The New Age of Customer Appreciation in Africa.
- **Roundtable** The Investor as a Customer — How Exchanges Can Deepen Participation Through Rewards.
- **Break** Announcements and transition to gamification session.

AFTERNOON SESSION

▶ GAMES, WORKSHOPS & BRAND EXPERIENCES

- **Gamification & Interactive Challenges** Trivia, races, puzzles, and brand spotlights with MTN, Konga, and Bvndle.
- **Executive Lounge Cocktail Hour + DJ** Networking and relaxation before evening sessions.
- **Talk** The Business of Loyalty & Appreciation — Turning Gratitude into Growth.
- **Roundtable** Appreciation as Strategy — How Brands Win Trust in an Age of Choice.
- **Awards Customer Appreciation Awards** (in conjunction with PwC).
- **Closing** Rave DJ takeover and celebration of the Bvndle community.

FIRESIDE SESSIONS

▶ (PARALLEL STREAM)

- **Creators, Communities & Gen Z: The New Loyalty Playbook**
Featuring Osas Okunkpolor (Osa7), Alex Unusual, and Pelumi Buari.
- **Crafting the Recipe for Loyalty** With Ify's Kitchen, Chef Matse, and YourFoodGirl.
- **Loyalty at the Top — How HNIs Think About Appreciation and Influence**
- Executive perspectives on loyalty and influence.