

FESTIVAL SCHEDULE

DAY 1



| NO. | TIME | ACTIVITIES | SPEAKERS |
|-----|---------------------|---|--|
| 01 | 7:00AM - 9:00AM | Registration & Welcome Mirror Experience | |
| 02 | 9:00AM - 9:10AM | Registration & Welcome Mirror Experience | Omotola/NO/Ikechukwu /Obi Asika/Idris Aregbe |
| 03 | 9:15AM - 9:20AM | Host Opening Notes and Intro | Inem King |
| 04 | 9:25AM - 9:30AM | Welcome Address | Ikechukwu Nwaguru - MD Bvndle |
| 05 | 9:35AM - 9:45AM | Loyalty Is the New Currency: Why Young People Value Brands That Value Them | Dr Lanre Olusola / Moderated by Inem King |
| 06 | 9:50AM - 10:20AM | PANEL SESSION From Policy to Prosperity: Building the Cultural Economy for Nigeria's Next Generation | <ul style="list-style-type: none"> • Obi Asika, Director-General, National Council for Arts and Culture • Abdul - Malik Ahmed - GM, Customer Value Management, MTN • Idris Aregbe, SA to Lagos State Governor on Tourism, Arts and Culture • Adetutu Laditan • Moderator - Ebunoluwa Dosumu |
| 07 | 10:25AM - 10:30AM | Goodwill Message | Alhaji (Dr.) Umaru Kwairanga, Chairman NGX |
| 08 | 10:35AM - 11:05AM | PANEL SESSION The Future Is Rewarded: How Tech Is Powering the Appreciation Economy | <ul style="list-style-type: none"> • Olumide Soyombo • Fisayo Fosudo • Michelle Nwoga, Group Head, CXO UBA • Adatugo Oyebanji GM Products & Marketing, VFD Bank • Moderator - Fatu Ogwuche |
| 09 | 11:10AM - 11:20AM | Performance | The Pongor Styles |
| 10 | 11:20 AM - 11:25 AM | Goodwill Message | Jessica Chukwukanne, Head, Creative Sector, Heirs Insurance Group |
| 11 | 11:30AM - 12:00 PM | PANEL SESSION The Investor as a Customer: How Exchanges Can Deepen Participation through Rewards. | <ul style="list-style-type: none"> • Mr. Temi Popoola, MD NGX • Samson Esemuede, CIO of Zrosk Investment. Mgt. • Mr Folagbade Adeyemi • Arese Ugwu • Moderator - Mr. Joseph Edgar |
| 12 | 12:00PM - 12:05PM | Goodwill Message | Rita Dominic, Co-founder of The Audrey Silva Company |

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|-----|-------------------|--|---|
| 13 | 12:05PM - 12:20PM | STORYTIME Loyalty as Legacy: How Chess in Slums Turned Street Kids into Brand Ambassadors | Tunde Onakoya Moderator - Neo Akpofure |
| 14 | 12:25PM - 12:30PM | Goodwill Message | Segun Zaccheaus, Partner and Lead, Strategy& West Africa, PwC |
| 15 | | Performance Magician performance | Faddo The Magician |
| 16 | 12:35PM - 12:55PM | PANEL SESSION Appreciation as Strategy: How Brands Win Trust in an Age of Choice | <ul style="list-style-type: none"> • Emovwerha Nwaefuna, Associate Director & Head, Operations transformation PwC • Mr. Olayinka Ijabiyi, Acting Group Head, marketing & Corporate Comms. FirstBank Group • Ugonwa Nwoye, Chief Customer Relations Executive Officer, MTN • Moderator - Chinenye Peters, Head of CX transformation, PwC |
| 17 | 1:00PM - 1:10PM | Performance De Her Majesty Music | |
| 18 | 1:15PM - 1:35PM | AWARDS Customer Appreciation Awards (in conjunction with PwC) | <ol style="list-style-type: none"> 1. Brand of the Year (Customer Loyalty Champion) 2. Most Loyal Fanbase 3. Customer Serice of the year 4. Innovation in Loyalty 5. Social Impact Through Appreciation |
| 19 | 1:40PM - 1:45PM | TALK Transition / Host Handover | Inem King / Jimmie Akinsola |
| 20 | 1:45PM - 2:05PM | Trivia/ Puzzles | KONGA |
| 21 | 2:10PM - 2:30PM | Trivia/ Puzzles | VBANK |
| 22 | 2:35PM - 2:50PM | Trivia/ Puzzles | NGX |
| 23 | 2:55PM - 3:10PM | Trivia/ Puzzles Balloon game, Pole Game, Paper teamwork game | NIGERIAN BREWERIES |
| 24 | 3:15PM - 3:30PM | Trivia/ Puzzles Players using kahoot, answer trivia questions. Top 5 cllod on stage | BVNDLE |

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|-----|------|------------|----------|
|-----|------|------------|----------|

25

3:35PM -
3:50PM

Trivia/ Puzzles
Win Or Drink, Name and call game
(Victor)

CELLAR CENTRAL

26

4:00PM -
6:00PM

Break
Sound Setup/Curated Playlist/
Executive Lounge Cocktail Hour

Segun Zacccheaus, Partner and
Lead, Strategy, West africa, PwC

27

6:00PM -
10:00PM

Performance
Closing Rave - DJ take-over &
Band Performance

Kevin LNDN & Dope Ceaser &
Segun Johnson

FIRESIDE CHAT

28

10:30AM -
10:55AM

ROUND TABLE
Creators, Communities & Gen Z:
The New Loyalty Playbook

- Osa Okunkpolor (Osa7)
- Alex Unusual
- Moderator - ADTTHEOG

29

10:55AM -
11:20AM

STORYTIME
From Pitch to Loyalty: Football as
Community - The Sporting Lagos Story

- Olamide Adeyemo (Sporting Lagos)
- Moderator - Mr Ralph George

30

11:20AM -
11:45AM

STORYTIME
Crafting the Recipe for Loyalty

- Chef Amaka
- Moderator - Cynthia Salami
(YourFoodGirl)

31

11:45AM -
12:20PM

ROUND TABLE
Loyalty at the Top: How HNIs Think
About Appreciation and Influence

- Yonodu Okuego
- Ahmad Damcida, eDryv
- Funmi Omitowoju
- Moderator - Camille Shaiyen -
Head of marketing, Sterling Bank

32

12:20PM -
12:50PM

ROUND TABLE
The trailblazers code to
real-time reward

- Theodoore Asamoah, MD VFD MFB
- Kamange Favour, Marketing Lead, MyLagosApp
- Nneji Akunne
- Moderator - Elmer Aluge

FESTIVAL SCHEDULE

DAY 2



NO. TIME ACTIVITIES SPEAKERS

01 7:30AM – 9:00AM Registration & Welcome
Mirror Experience

02 9:00AM – 9:15AM Welcome & Introduction
Opening notes, excitement building Host

03 9:20AM – 9:30PM Highlights from day 1/ brand ads
Set the stage for a day of games and concert

04 9:35AM – 9:50AM Poll Using Kahoot Bvndle Team rep (Seye)

05 9:50AM – 9:55AM Panel Introduction
Video Playout – Host tells attendees to turn their attention to screen Host

06 10:00AM – 10:25AM **STORYTIME**
The Power of Visual Storytelling: Building Influence Across Platforms • Jude M.I Abaga
• Moderator – Dolapo Amusat, We Talk Sound

07 10:30AM – 10:55AM **PANEL SESSION**
From Fans to Family: How Afrobeats Is Redefining Loyalty • Moderator – Osikoya Omowonuola
• Chidinma Maduforo
• Olaniyan Abdul-Gafar
• Motolani Alake, Virgin Music
• Ademola Alugo

08 11:00AM – 11:10AM Demo Munchit & Indomie

09 11:15AM – 11:45AM **PANEL SESSION**
Culture is the New Currency: Fashion and Lifestyle as Loyalty Drivers • Emmanuel Okoro – Emmy Kasbit
• Adeniyi Adenubi – Founder, Legacy Art Foundation/Co-founder VFD Group Plc
• Derin isale eko
• Moderator – Veronica Ebie

10 11:50AM – 12:00PM Performance Fado the Great

11 12:05PM – 12:35PM **PANEL SESSION**
Stories That Travel: Winning Audiences Across Platforms • Ruth Kadiri
• Elozonam (Elo Ogbolu)
• Idia Aisen
• Mary Egoro, Chief of Staff/Head of Strategy, BellaNaija
• Moderator – Beauty Tukura

12 12:35PM – 12:55PM Performance
Loud Urban choir performance Loud Urban choir

FESTIVAL SCHEDULE

DAY 2



| NO. | TIME | ACTIVITIES | SPEAKERS |
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| 13 | 12:55PM - 1:00PM | Break Host Monologue and Announce Gamification | Jimmie Akinsola |
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GAMIFICATION BEGINS

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| 14 | 1:05PM - 1:20PM | TRIVIA / PUZZZLES | V Bank |
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| 15 | 1:25PM - 1:40PM | Performances Mask & Money Game/ tTrivia | UBA |
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| 16 | 1:40PM - 2:00PM | TRIVIA / PUZZZLES | Bvndle Trivia Top 50 |
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| 17 | 2:05PM - 2:25PM | Performances The Yard Auction | THE YARD |
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| 18 | 2:30PM - 2:45PM | TRIVIA / PUZZZLES | MED PLUS |
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| 19 | 2:50PM - 3:00PM | TALK Closing Remarks and Thank you | |
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| 20 | 3:00PM - 5:00PM | BREAK Curated Playlists Vibe Check - Transition to Rewards Concert. | |
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| 21 | 5:00PM - 8:00PM | Performance | Eskor umo, Tobi peter, Wanni/ Hanni & MIA |
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| 22 | 8:00PM - 12:00AM | Performance | Ms Dsf, Mavo, Fola, Crowd Kontroller, Yinka Ayefele |
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FESTIVAL SCHEDULE

DAY 2



FIRESIDE CHAT

| NO. | TIME | ACTIVITIES | SPEAKERS |
|-----|-------------------|--|---|
| 23 | 10:30AM – 10:55AM | STORYTIME Travel That Pays: From Miles To Memories | <ul style="list-style-type: none">• Amaka Amaku• Moderator – Eniola Tito Abumere |
| 24 | 10:55AM – 11:20AM | STORYTIME Laughter as Loyalty: Comedy & the Business of Attention | <ul style="list-style-type: none">• MC Monica• Moderator – Eniola Tito Abumere |
| 25 | 11:20AM – 11:45AM | STORYTIME Emotional Currency: Why People Stay Loyal to How You Make Them Feel | <ul style="list-style-type: none">• Ayanime Edem• Bola Matel-Okoh |
| 26 | 11:45AM – 12:20PM | STORYTIME Beyond the Plate: How Food Stories Build Emotional Loyalty | <ul style="list-style-type: none">• Omoye Cooks• Moderator – Eniola Tito Abumere |
| 27 | 12:20PM – 12:45PM | ROUND TABLE Investing as a Lifestyle: Why Gen Z's Choose Platforms That Feel Like Communities, Not Institutions | <ul style="list-style-type: none">• Odudu-Abasi Okon• David Umeh – Founder, CEO at Clouty• Tolu Ayeni – Moderator |