

dallas  
dubai  
hong kong

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london  
mumbai

san francisco  
shanghai  
singapore

sydney  
tokyo  
zurich



## **Press Release**

### **ICLP proud sponsor of the FFP Expo in Dallas on 13 -14 May.**

Following their sponsorship of the highly successful FFP Conference 2008, ICLP has also been confirmed as an official sponsor for the FFP Expo event taking place in Dallas on 13-14 May.

This is a new conference and exhibition held to showcase the latest ideas, products, services, systems and tools which can positively impact the revenue, efficiency and cost of travel loyalty programme management.

As a global leader in loyalty marketing, ICLP is expertly positioned to sponsor and actively contribute to the FFP Expo. ICLP will be drawing upon commercial insight gained from over two decades of experience not only in the travel industry but also a wide variety of other industry sectors.

With a unique approach that combines consulting, creativity and client services into one seamless approach ICLP currently shape and run some of the largest and most advanced loyalty programmes in the world.

Mignon Buckingham, Managing Director of ICLP, will be delivering a keynote presentation during the conference to present her expert insight into loyalty and the benefits of outsourcing the development and management of programmes. Her talk will be based on ICLP's experience of working across a broad range of prestigious international blue-chip clients across a variety of sectors.

There will also be presentations from senior management from airline, hotel and car rental loyalty programmes around the world and discussions on using technology and communication to improve travel loyalty partnerships.

ICLP loyalty experts will be available on the ICLP stand and will welcome the opportunity to further discuss loyalty programmes, ancillary revenue initiatives and market trends.

FFP Expo 2008 is co-organised by Airline Information ([www.airlineinformation.com](http://www.airlineinformation.com)) and Global Flight ([www.globalflight.com](http://www.globalflight.com))

### **About ICLP**

ICLP is the world's N°. 1 specialist loyalty marketing agency with offices in London, Dallas, Dubai, Hong Kong, Kuala Lumpur, Mumbai, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Zurich. As a full-service agency, ICLP employs some of the world's leading loyalty marketing and creative experts, and with two decades of commercial insight from working in the travel and airline industry (as well as from across a wide variety of other sectors), and best practise experience from around the world, ICLP specialises in maximising the profitable impact of loyalty marketing.

ICLP is part of The Collinson Group which owns and operates a global portfolio of complementary specialised agencies and marketing services businesses.

For more information on ICLP contact your local ICLP office. Details can be found on:

[www.iclployalty.com](http://www.iclployalty.com)



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