

Lafferty Cards Europe 2010

Conference & Exhibition

A New World Class

19 - 20 May 2010 | Milan, UK



PRELIMINARY AGENDA - 19 MAY

08:15 – 09:00	Registration and refreshments <i>An opportunity to meet our patrons and exhibition partners</i>
09:00 – 09:10	Welcome and opening remarks
09:10 – 09:40	Lafferty cards briefing
09:40 – 10:00	Keynote address
10:00 – 10:30	Coffee break

GROWING USAGE

10:30 – 11:00	Best practices in attracting active, profitable and loyal credit card users
11:00 – 11:30	Growing the prepaid issuance universe and increasing card holder spending
11:30 – 12:00	Strategies for boosting contactless circulation and acceptance
12:00 – 13:00	Networking lunch

WORKING WITH THE REGULATORS

13:00 – 13:30	Working with the regulator: A perspective from the New World
13:30 – 14:00	Evolution of interchange regulation: Managing in a new environment
14:00 – 14:30	Impact of the US legal and political battles on the global card system
14:30 – 15:00	Coffee break

USING RISK TO COMPETITIVE ADVANTAGE

15:00 – 15:30	Rebalancing risk in the post-crisis reality
15:30 – 16:00	Best practice case study: Mitigating risks in cards and payments
16:00 – 16:30	Managing your portfolio proactively and aggressively to protect bottom line
16.30 – 17.00	Chairman's closing remarks at end of day one

PRELIMINARY AGENDA - 20 MAY

08:15 – 09:00	Registration and refreshments <i>An opportunity to meet our patrons and exhibition partners</i>
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KILLING CASH

09:00 – 09:30	Strategies for capturing share of wallet: Growing market share and profitability
09:30 – 10:00	Implementing a successful loyalty programme for prepaid cards
10:00 – 10:30	Building the business case for contactless
10:30 – 11:00	Coffee break

ACQUIRING AND ISSUING – TWO SIDES OF THE SAME COIN

10:30 – 11:00	Changing trends in acquiring
11:00 – 11:30	Adding value at POS
11:30 – 12:00	Developing a profitable business model in acquiring
12:00 – 13:00	Networking lunch

WHICH FUTURES FOR CARDS IN EUROPE?

13:00 – 13:30	Debit is the new credit
13:30 – 14:00	Credit cards will rebound
14:00 – 14:30	E-money is the new future
14.30 – 15.00	Chairman's closing remarks

For further details and speaking opportunities please contact:

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