



Loyalty & CRM Member Onboarding and Terms

The [European Loyalty Association \(The ELATM\)](#) is a members-only organisation that provides exclusive content and networking opportunities for brands and their loyalty, CRM and customer engagement teams. Across regional HUBs, practitioners will regularly meet to discuss ways to improve loyalty and engagement programmes, learn, network, exchange ideas, develop, and benchmark their progress. The ELATM will also strive to offer training, resources, bespoke learning opportunities and mentorship programmes.

Only individuals who work for a brand or retailer in a loyalty, customer engagement or CRM capacity are permitted to be a member of The ELATM.

As a member, you should expect the following benefits:

- Regular online peer-to-peer networking
- Access to members-only resources, webinars, training and content on The ELATM website
- 1 x complimentary ticket to The BIG Handshake LoyaltyTM Loyalty conference - **senior loyalty personnel only**
- 1 x complimentary ticket to ELA HUB regional events - **senior loyalty personnel only**
- Speaker opportunities on webinars and at events
- Blog and thought leadership submission for our dedicated member newsletter

ELA website login for members

To view news articles, reports, blogs, training resources and event information, please [log in](#) to the website using the credentials you signed up to The ELATM with. Only members can access this exclusive content.

Online networking

We run virtual networking events that are free to all our members. These are opportunities to meet other industry peers and partners in our global community and gain new contacts.

These experiences are designed to feel relaxed and supportive so that meaningful conversations can take place, as well as some Q&A and keynote sessions. You will be sent details about each networking event via email and we will also promote these on our ELA LinkedIn page. To attend, you will need to register and login to a third party platform that we use called Remo: <https://remo.co/>.

Regional HUB events

These half-day or full day conferences will take place in a central location and will be made up of deep-dive panel sessions, workshops and networking. The content of these regional HUB events will be determined by our members and what is important to them (you).

The BIG Handshake LoyaltyTM conference

This highly anticipated conference is held once a year in October in Amsterdam across two days. Please note that attendance at our events is subject to availability and on a first come first served basis. Additionally, to ensure a fair opportunity for all participants, we reserve the right to cancel tickets if more than three individuals from the same company are registered.

Should any of your team like to attend, and they are not a member of The ELATM, they will be required to purchase a brand/retailer ticket. Tickets will need to be reserved via Eventbrite and are not transferable without prior authorisation. You will receive emails and social media alerts when tickets become available. These complimentary tickets come at a cost to The ELATM. If you know that you can't commit to attending after booking your ticket, please do the right thing and cancel your registration in good time to allow others on our waiting list to take your spot.

Webinars

Look out for our newsletter and social announcements for new webinars over the course of the year. [Follow us on LinkedIn](#) for regular updates.



Newsletter and Opting out

When you become a member of The ELATM, you are automatically signed up to our monthly newsletter. You are welcome to opt out at any time, but we strongly advise you not to as you'll be missing out on lots of information and announcements.

Regularly contribute to The ELATM

If you'd like to be a regular blogger, panellist, speaker, mentor or thought leader for The ELATM throughout the year, please register your interest using [this form](#), letting us know how you'd like to take part. Any submissions should be sent to content@europeanloyaltyassociation.org. Please see our [guidelines here](#).

Be an ELA HUBMaster and Founding Member

HUBMasters are the 'faces' of each region and will be involved in the direction and content of the association as founding members. They will help recruit new members through their personal network, and host online and in-person events within their region. If you'd be interested in representing one of our regions (UK, Benelux, DACH, Southern Europe or Nordics), please [complete this form](#).

Social media engagement

- The ELATM loves to share successes and encourage engagement, therefore we are very active on LinkedIn.
- We fully encourage all of our members to engage with the content we share through comments, likes and reshares.
- If you submit a blog, your content will be published in our newsletter and will also be shared on LinkedIn.
- We will tag your corporate social handles as well as any personal ones (dependent on whom the post refers to or the author of the feature). You must inform us [via email if you do not wish](#) us to do so before any content is published on LinkedIn.

Communications from us

- You will receive email reminders of exclusive content, online events, in-person events, webinars and special announcements.
- Make sure you follow the [European Loyalty Association \(The ELATM\)](#) on LinkedIn.
- Follow [The BIG Handshake LoyaltyTM](#) for in person event announcements.
- Should you wish to get in contact with us, please email hello@europeanloyaltyassociation.org

Terms and conditions

By becoming a member of the European Loyalty Association ("The ELATM) you agree to these terms:

- If you change employers and / or contact details, it is your responsibility to keep us updated so we can amend your details on our system.
- You accept that you may be contacted directly by other members and partners of The ELATM.
- You agree to be truthful about your personal data practices and comply with the laws.
- As part of membership with The ELATM content and communications that you supply to us for sharing with our community will be professional, respectful, relevant, and accurate.
- If you are currently employed by a brand or retailer, and move employment to a vendor or solution provider, you surrender your membership with The ELATM until you are employed by a brand or retailer again.
- The ELATM will not be liable for lost profits or lost business opportunities, loss of data, or any indirect, incidental, consequential, special or punitive damages in connection with your membership with us.
- We use Eventbrite and Zoho Backstage as our event ticketing system. Please see our Events terms and conditions [here](#).

In addition to these Terms, our [Privacy Policy](#) applies to any use of our services.



Termination of Contract

If you wish to terminate your membership with us and wish us to remove your details from our website, please email hello@europeanloyaltyassociation.org. Your details will be removed within 7 working days of receipt.

The ELATM has the right to refuse membership sign ups and / or entry to any conferences or events if the criteria has not been met for any reason. For more information [visit our website](#)