



Paid Partnership Member Onboarding and Terms

The [European Loyalty Association \(The ELA™\)](#) 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 ELA™ 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 ELA™.

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 ELA website
- 1 x complimentary ticket to one The BIG Handshake Loyalty™ conference -
- 1 x complimentary ticket to ELA HUB regional 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 ELA™ 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 Loyalty™ conference

This conference is held once a year in October in Amsterdam. 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 ELA™, 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 ELA. 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 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](#).

Social media engagement

- The ELATM love 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.



Payments and renewals

The membership fee for each yearly plan is based on a one-off yearly payment, paid at the point of initial sign up and again at renewal every 365 days. If payment is made on the 1st of the month in year one, your renewal date will be the 2nd of the month the following year. Membership prices are likely to change at the time of renewal. You can check the status of your current subscription by logging into the ELA website and clicking the profile icon in the top right-hand corner of the screen.

We will not store or collect your payment card details. This information is provided directly to our third-party payment processors, whose use of your personal information is governed by their privacy policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processor we work with is **Stripe**. Their privacy policy can be viewed here: <https://stripe.com/privacy>.

Membership tiers - Payments and fees

- The ELATM membership package prices are listed in GBP.
- By being a member of The ELATM, you agree to pay The ELATM the agreed yearly membership fee as described in the package you have chosen. You can pay by invoice or card payment. Depending on your location, there is a 2% (UK) to 5% (overseas) processing fee on all card payments. For overseas clients, this fee also covers fluctuations in exchange rate and bank fees.
- All our prices and fees exclude VAT and therefore a rate of 20% may be added at the time of payment (if applicable).
- If you pay a one-off payment and during that yearly subscription period, you decide you would like to terminate this contract, The ELATM will delete your details at your request within 30 days from receipt in writing, however, no refund or part refund will apply.
- Partnership Professionals membership permits one member only from one Organisation to be a member of The ELATM.
- If more employees from your Organisation with the partnership team wish to sign up, there will be an additional full fee payment per member

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](#)