



- **09:00 - 09:15 AM** - Morning coffee and gathering in front of the conference hall at The Chadi & business networking
- 09:15 – 09:30 – Welcome speech by **Bartek Ciolkowski**, General Manager South-East Europe, Mastercard
- 09:30 – 09:45 – Word ahead from **Jelena Sretenović**, Vice-president and Country Manager for Serbia, Bosna and Herzegovina and Montenegro
- 10:00 – 10:40 – Commerce 2030: Consumer trends with focus on Gen Z: **Maja Lapčević**, Senior Vice President, Martech, Innovation and Commercialization
- 10:40 – 11:15 – Mastercard Loyalty solutions – **Lidewij van den Ham**, Senior Vice President, Loyalty & Engagement Europe (Topic: Introducing Mastercard loyalty solutions designed to differentiate issuer card propositions and help cardholders make more informed, rewarding choices.)
- 11:15 – 11:30 – Coffee break & business networking
- 11:30 – 11:55 – Power of Personalization, **Elefterios Kousakis** (Topic: Dynamic Yield: Driving growth for Merchants and Financial Institutions. Powered by Mastercard-backed solutions to deliver personalized experiences and measurable business impact.)
- 11:55 – 12:25 – Trends in loyalty, **Krzysztof Sobala**, Senior Principal, Mastercard Services (Topic TBD)
- 12:25 – 13:10 – How outstanding CX Fuels Exceptional Sales Performance, **Claudio Ferri**, VP Sales Excellence
- 13:10 – 13:20 – Coffee break & business networking
- 13:20 - 14:45 – CX & AI Crash course training, Mokrogorska
- 14:45 – 14:50 – Closing remarks, **Jelena Sretenović**, Vice-president and Country Manager for Serbia, Bosnia and Herzegovina and Montenegro
- 14:50 – 15:45 – Lunch & business networking
- TBD – Local market spotlight, Mastercard representative & Cvijet Lovcena & Moriz olive farm (Topic: Loyalty and Business growth in the age of experiences. How to attract, engage, and retain customers through meaningful, experience-driven strategies.)