

Loyalty™ Academy Nearing 700 Certified Loyalty Marketing Professionals™ Worldwide in Q2 2023

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/EINPresswire.com/ -- The [Loyalty Academy™](#), the education platform of the [Wise Marketer Group](#), experienced strong growth in Q1 2023 and anticipates continued strong performance in its Certified Loyalty Marketing Professional™ (CLMP™) community by June end 2023. Q1 growth was driven by completion of successful public certification workshops in Dubai and Amsterdam. Q2 growth will result from 3 in-person workshops in Asia Pacific (AP) and North & West Africa (N&WA) regions alongside uptake for its on-demand online course offerings.



“Under the leadership of Mike Capizzi, our Dean, and Margaret Meraw, our Executive Director, our CLMP community has grown tremendously since its origins just over 5 years ago” noted Bill Hanifin, CEO of Wise Marketer Group, and added “Presence in market is critical and our CLMP™ workshop hosts have enabled designation opportunities within 5 continents worldwide.”

Strategic partners of the Loyalty Academy™ are leading loyalty and customer marketing service providers, such as Epsilon for the next 2 workshops in AP region and 2WLS in the N&WA region, that support this expansion and access to designated loyalty education. CLMP™ credentials indicate an understanding of loyalty as a discipline at a professional standard that is recognized globally and to-date there are 610 CLMPs™ worldwide.

Over the next 90 days CLMP™ workshops are being held in:

- Australia on May 16-18 where senior faculty will be in Melbourne for the countries first CLMP™ workshop with sponsorship from Epsilon, Gratifii, Incentive Solutions, and Points4Purpose and media partner support from Loyalty Central. Learn more and register at loyaltyacademy.org/clmp-australia
- Singapore May 23-25 where senior faculty will deliver Southeast Asia's first CLMP™ workshop with Epsilon sponsorship once again. Learn more and register at loyaltyacademy.org/clmp-singapore
- Morocco on June 20-23 where senior faculty and 2WLS will be in Casablanca to bring the CLMP™ workshop to Northern Africa. Learn more and register at loyaltyacademy.org/clmp-morocco

The Loyalty Academy will announce North American and other regional workshops in the coming months. Follow us on LinkedIn at Loyalty Academy or The Wise Marketer and/or subscribe to The Wise Marketer's newsletter to easily learn more.

About the Wise Marketer Group

The Wise Marketer Group (WMG) is customer loyalty marketing media and education company. WMG publishes [TheWiseMarketer.com](https://www.thewisemarketer.com) (TWM) as the global source for unbiased customer loyalty news, research, and insights and is known as the Global Voice of Customer Loyalty having served this industry over 15+ years. Loyalty Academy™ is owned and operated by WMG, providing a proprietary, practitioner-based curriculum for global loyalty education through digital and in-person learning formats. The Loyalty Academy™ is the only source for earning the Certified Loyalty Marketing Professional™ (CLMP™) designation.

For details, visit [www.TheWiseMarketer.com](https://www.thewisemarketer.com) and www.LoyaltyAcademy.org.

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