

LOYALTY EXPO™

analyze, reward, understand & retain

March 20 - 22, 2011 • ORLANDO, FL

SPEAKER PROPOSALS

With the commitment to 360° Voice of the Customer, **Loyalty Expo is looking for speakers who are knowledgeable and passionate about maximizing customer, client, and employee relationships.** Loyalty Expo strives to find speakers who can **truly drive interactivity**, as well as possess the ability to cater their presentations to best support the Customers' Voice!

LOYALTY EXPO EXPECTS THESE PEOPLE TO HAVE:

- *strong experience and knowledge of loyalty & incentive strategies, initiatives & programs*
 - *understanding of the latest trends, with a strong vision for the future*
 - *knowledge of the technology options & the best deployment of those options*
 - *ability to analyze current initiatives to determine points of & a path to optimization*
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AS A LOYALTY EXPO SPEAKER:

- You will receive **access to compiled attendee survey results**
- You will have the **opportunity to interact with attendees** via the Loyalty Expo web site
- **Your name, company name, picture & a summary of your topic will be highlighted on the Loyalty Expo web site** & in all applicable marketing materials

If you are interested in speaking at the conference, please provide the following, via email to info@loyaltyexpo.com, including "Speaking Request" as the subject line:

- **Your name, position, company, address, phone & email**
- **Your customer loyalty philosophy**
- **Your background in loyalty (brief bio)**
- **Prior speaking engagements, inclusive of date, topic & audience**
- **Type of presentation you'd like to do/be involved in:**
 - General session
 - Break-out
 - Workshop
 - Roundtable
- **General description of presentation topic inclusive of key points & client (strongly recommended!)**

Presentations based on recent case studies are encouraged. If you are a consultant or represent an agency, your client will be required to present with you. Please provide the above information for each participating speaker.

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TIMELINE

All speaking requests need to be submitted by November 30th. Speakers will be highlighted on the Loyalty Expo web site and all applicable marketing materials.

In addition, throughout February and March, Loyalty Expo will be sharing attendee survey information with speakers to allow speakers to truly cater their speeches to the Voice of the Customer.

OTHER IMPORTANT DATES:

- **Speaker waivers need to be signed & submitted by December 31st**
- **Speaker outlines will be due by January 15th**
- **Full presentations are due by March 1st**

Based on the format of this conference, Loyalty Expo reserves the right to cancel the speaker's engagement for the conference should the content of their speech not fit the goals of the conference, including but not limited to speeches disguised as sales pitches, lack of focus on the Customers' Voice, lack of relevant information, and last minute speaker changes.

FOR MORE INFORMATION

Please email Erin Raese at erinraese@loyalty360.org.