

LOYALTY EXPO™

analyze, reward, understand & retain

June 6 - 8, 2010 • OMNI CHAMPIONSGATE • ORLANDO, FL

Sunday, June 6th, 2010

- 1 - 2:30pm **Workshop: The Loyalty Journey: Moving from the 'Little L' to the 'Big L'**
presented by Michael Blyth, LMG North America & Luc Bondar, Carlson Marketing
- 2:30 - 3pm Break
- 3 - 4:30pm **Workshop: Look Beyond the Superficial: Find Your Perfect Loyalty Partner**
presented by Marcin Kosciak, Comarch
- Workshop: Irrationally Loyal: The Neuroscience of Engagement**
presented by Barry Kirk, Maritz
- 5 - 7pm Welcome Reception in Exhibit Hall

Monday, June 7th, 2010

- 9 - 9:15am Welcome
- 9:15 - 10:15am **Keynote: The Five Decisions of Beloved & Prosperous Companies**
presented by Jeanne Bliss, Customer Bliss & author of "I Love You More than My Dog: Five Decisions for Extreme Customer Loyalty in Good Times and Bad"
- 10:20 - 11:15am **The Best of the Best! Best Customer Experience, Best Examples in the Marketplace**
presented by Michael Hemsey, Kobie Marketing & Judy Christa-Cathey, Hampton Hotels
- 11:15 - 11:30am Break
- 11:30 - 12:15pm **Doing Well By Doing Good**
presented by Morley Ivers, RecycleBank
- 12pm Exhibit Hall opens
- 12:30 - 1:30pm Lunch
- 1:35 - 2:20pm **Contemporary Engagement Measurement - Using Engagement to Measure Cross-Media Marketing**
presented by Robert Passikoff, Brand Keys & Jim Harris, WSJ Office Media Network, Inc.
- The Ultimate Integrated Marketing: Bridging the Gap between Brand, Digital and In-Store**
presented by Suzy Cox, Carlson Marketing Worldwide & Abbey Dryden, Procter & Gamble
- Loyalty Program Economics: Managing a Profitable Loyalty Program**
presented by Sarah Phelps, First Annapolis Consulting & John Kryczka, PricewaterhouseCoopers

Want to learn more? Check out loyaltyexpo.com for speaker and session information.



Interested in **attending the 2010 Loyalty Expo?** Visit loyaltyexpo.com for registration!

For more information contact Erin Raese at erinraese@loyalty360.org

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Monday, June 7th, 2010 (continued)

- 2:25 - 3:10pm **New Economy, New Consumer: Engaging the Post Recession Consumer**
presented by Marti Beller, Affinion Loyalty Group; Mark Shipley, Young America;
Jeff Robertson, Delta Air Lines, Inc; Susan Menke, Intel International Group & Geri Green,
Barclaycard
- Nurturing Loyalty Through Social Media**
Moderated by Bill Hanifin, Hanifin Loyalty.
Panelists: Michael La Kier, MyCoke Rewards; John Becvar, Groupon; Larry Filler, Boire Filler
Group; & BJ Emerson, Tasti D-Lite
- How To Tell When The Customer Is Just Not That Into You - Developing a
Platform for Optimization of Your Engagement Strategy**
presented by Shiv Gupta, Farmers Insurance Group
- 3:10 - 3:25pm Break
- 3:25 - 4:10pm **Strengthening the Engagement Between Industrial Customers and
Employees - Little Things Matter**
presented by Lynn Daniel, The Daniel Group & Richard Scott, Whyne Supply
- We're In This Together and Together We Are Strong!**
presented by Lars Holmquist, Vesdia Corporation; Scott Wall, AMC Theatres; &
Lori Joy Watanabe, Hawaiian Airlines
- Success in Loyalty comes down to Survival of the Fittest**
presented by Bruce Silcoff, Fairlane Group; Matt Kates, ePrize; Ed Braswell, edoInteractive;
& Michael Breault, Circles.
- 4:15 - 5:15pm Peer-to-Peer Roundtables
- 5:30 - 7pm Cocktail Reception in Exhibit Hall

Tuesday, June 8th, 2010

- 8:30am Exhibit Hall opens
- 9:30 - 10:15am **Keep Your Brand Top of Mind and in the Hands of Your Customers**
presented by Dana Warszona, Motorola; Bob Gold, Gold *Mobile*; Gary Schwartz, Impact Mobile;
& Matthew Silk, Waterfall Mobile, Inc.
- Keys to Successful Loyalty & Reward Programs for B2B Firms**
presented by Sean Geehan, The Geehan Group & Scott Collins, LexisNexis
- Loyalty as a Listening Device: Saks and LoyaltyOne Use Data to Indulge
the Customer**
presented by Andrew Pyper, Saks Fifth Avenue & Guy Dilger, LoyaltyOne Consulting
- 10:20 - 11:05am **A New Recipe for Loyalty Programs**
presented by Stuart Kiefer, First Data & Beth Simpson, Compass Group
- Employee Training Panel - Brand Ambassadors**
presented by Jim Menadier, Maritz; Stef Anderson, SunTrust Bank; Adam Bashe, Strategic
Affinity; Samuel Schwalb, Kaiser Permanente Health Plan; & Dave Sims, GNC
- Winning Profitable Customer Relationships**
presented by Connie Hill, VeraCentra; Dr. John Todor, The Whetstone Edge; and Barbara Cerf,
New York Life Insurance
- 11:05 - 11:20am Break
- 11:20 - 12:05pm **Brand-Driven Engagement: Strategies, Real World Examples and
Measures via Loyalty Marketing and Beyond**
presented by Phil Rubin, rDialogue & Natalie White, Kimpton Hotels & Restaurants
- Point-of-Sale Loyalty: "The Last Mile in Loyalty"**
presented by Jake Sterling, Maritz Real-Time Rewards; Philippe Bontemps, Welcome Real-Time;
Jonathan Silver, Affinity Solutions; Sandra Gudat, Customer Communications Group;
Ann Schmitt, Retail Financial Solutions; & Martha Kanner, Alpha Bank Greece
- Driving Retail Consumer Loyalty and Engagement through Community**
presented by Joe Cothrel, Lithium Technologies & Gina Debogovich, Best Buy
- 12:15 - 1:15pm Lunch & Conference Wrap Up