

# LOYALTY EXP

*analyze, reward, understand & retain*

March 20 - 22, 2011 • HYATT REGENCY GRAND CYPRESS • ORLANDO, FL

## Sunday, March 20th, 2011

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- 1 - 2:30pm      **Workshop: Going Enterprise-Wide with Your Loyalty Program**  
presented by Steve VanFleet & Anne Gaudette, RewardsNOW
- Workshop: How Customer Intelligence Yields Loyalty Returns: What Marketers Need to Know Now**  
presented by Connie Hill & Dave Resnick, VeraCentra
- 2:30 - 3pm      Break
- 3 - 4:30pm      **Workshop: Characterizing the “Consumer Loyalist”**  
presented by Scott McClary, Acxiom
- Workshop: Making 1+1=5 by Smarter Use of Your Customer Data**  
presented by Michael Blyth, Wayne Fleener & David Andreadakis, Carlson Marketing
- 5 - 7:30pm      Welcome Reception in Exhibit Hall

## Monday, March 21st, 2011

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- 9 - 9:15am      Welcome
- 9:15 - 10:05am      **Lessons Learned: “Engagement,” “Voice of Customer,” and “Customer Experience Management” Are The Three Most Important Stepping Stones In The Journey to Loyalty**  
presented by Mark Johnson, Loyalty 360
- 10:05 - 10:15am      Break
- 10:15 - 11:05am      **How to Create Loyalty (and the Brands That Are Doing it Best)**  
presented by Robert Passikoff, Ph.D. & Amy Shea, Brand Keys, Inc.
- 11:05 - 11:20am      Break
- 11:20 - 12:20pm      **Loyalty Expert “Shoot-Out”: Now Where Do We Go?**  
moderated by Barry Kirk, Maritz Loyalty.  
panelists include Rajat Paharia, Bunchball, Tim Crank, Young America, Stacy Speicher, Starbucks, & Lou Ramery, Sears Holding Corporation
- 12:20 - 1:30pm      Lunch in Exhibit Hall
- 1:30 - 2:15pm      **Revisiting the New Consumer: Achieving Customer Engagement and Business Objectives in the Post-Recession Economy**  
moderated by Chuck Christianson, Affinion Loyalty Group.  
panelists include Barb Olson, Best Buy, Andrew Davidson, Mintel Comperemedia, Marc Berman, The Mallett Group, & Chris Sbriglia, Bank of America
- Who Pays for the Reward? Creating Effective Franchise Loyalty Programs**  
presented by Kevin Knowles, First Data & David Tryder, Dunkin’ Donuts
- What’s Next in Loyalty: How Loyalty Programs Can Be Driven By Intellectual Properties, Like Wheel of Fortune**  
presented by Annette Dimatos, Wheel of Fortune & Jonathan Silver, Affinity Solutions
- B2B Focused Session - Customer Relationships: The Road to Becoming a Trusted Partner**  
presented by Sean Geehan, The Geehan Group & Tom Webster, iTrade Networks

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## Monday, March 21st, 2011 (continued)

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- 2:25 - 3:10pm      **THE NEW 360 DEGREE: Driving Loyalty in the New Era of Communication**  
presented by Charles Deyo, Cendyn, Tammy Lucas, Best Western International & Christophe A Dagassan, The Breakers Palm Beach
- Harness the Power of Your Customers' Social Networks with Social Referral Marketing**  
presented by Peter Oxley, RewardStream, Bill Hanifin, Hanifin Loyalty & Doug Scrymgeour, Kiwi Collection
- Utilizing Loyalty Data to Direct Your Customer Strategy and Build Stronger Relationships**  
presented by Craig Elbert, Hallmark Cards & Doug Rozen, Carlson Marketing
- B2B Focused Session - Maximizing Channel and Supplier Relationships**  
presented by Greg Greve, Standard Register & Scott Musson, VMware
- 3:10 - 3:40pm      Break in Exhibit Hall
- 3:40 - 5pm          Peer-to-Peer Roundtables
- 5:00 - 7:30pm      Cocktail Reception in Exhibit Hall

## Tuesday, March 22nd, 2011

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- 8 - 9am              Breakfast in Exhibit Hall
- 9 - 9:45am          **The Voice of the Customer in Surround Sound**  
presented by Jeffrey Henning, Vovici & Marsha Jones, Sykes Enterprises, Inc.
- Measuring Loyalty Programs: Who's Asking the Question?**  
presented by Phil Rubin, rDialogue, Chris Miller, GolfSmith & Kathy Turley, Palm Restaurants
- Using the Participation Parameter to Drive Customer Retention**  
presented by Carlos Dunlap, Kobie Marketing & Tom Shirkey, AAA
- B2B Focused Session - Social Media's Fit in Your B2B Marketing and Loyalty Programs**  
presented by Sami Hero, LexisNexis & Julie Schwartz, ITSMA
- 9:50 - 10:25am    **Using Social Technologies to Reward Brand Loyalty**  
presented by BJ Emerson, Tasti D-Lite
- In It For The Long Haul - The Citizens Bank/Giant Eagle Partnership**  
presented by Trevor Knott, Citizens Bank & Katie Scholl, Giant Eagle
- Let Them Have Cake: Loyalty in the New Mobile World**  
presented by Kelly Passey, Access Development, Ben Ackerman, Firethorn, Farhan Ahmad, Discover Network & Amit Shah, 1-800-Flowers.com
- B2B Focused Session - Technology 411**  
presented by Marcus Starke, SAP & Samir Bagga, HCL
- 10:25 - 10:45am    Break in Exhibit Hall
- 10:45 - 11:30am    **Giving More Power to the Players: GameStop's New Loyalty Program**  
presented by Mike Hogan & Jenn McMillen, GameStop, Inc
- Bridging the Gap Between Social Media and Customer Service: How to Integrate Social Media into Your Customer Contact Center**  
presented by Mary Naylor, VIPdesk
- Better Together: Intelligence and Loyalty**  
presented by Fatemeh Khatibloo & Emily Murphy, Forrester Research
- B2B Focused Session - Why Satisfaction Isn't Enough**  
presented by Jon Windley, Savvis & George Scotti, Springer Science & Business Media
- 11:30 - 12:30pm    Lunch & Conference Wrap Up in Exhibit Hall
- 1pm                    Loyalty Expo Golf Scramble