

## Tuesday | May 20, 2025

Noon

**LOYALTY360 ADVISORY BOARD/MEMBER  
COMMITTEES LUNCH**

Until 2:30pm

**LOYALTY360 ADVISORY BOARD/MEMBER  
COMMITTEE MEETINGS****Loyalty360 Loyalty University Brand Masterclass Sessions\*:**

\*These sessions on Tuesday, May 20 and Wednesday, May 21, are only open to brand marketers with Full Conference + Loyalty University Sessions registration. For more information, contact Loyalty360.

3:00pm – 4:30pm

**\*LOYALTY360 LOYALTY UNIVERSITY BRAND  
MASTERCLASS SESSIONS**

4:30pm – 5:45pm

**LOYALTY EXPO WELCOME HAPPY HOUR –  
EXHIBIT HALL OPEN**

6:30pm – 9:00pm

**LOYALTY360 ADVISORY BOARD DINNER**

## Wednesday | May 21, 2025

8:15am

**REGISTRATION OPEN**

8:15am – 9:00am

**BREAKFAST** in Exhibit Hall**LOYALTY360 BRAND/MARKETER BREAKFAST**  
(Invite Only)

9:00am – 9:10am

**WEDNESDAY KICKOFF**

9:15am – 10:45am

**\*LOYALTY360 LOYALTY UNIVERSITY BRAND  
MASTERCLASS SESSIONS**

10:15am – 10:45am

**BREAKOUT SESSION** for vendor/supplier attendees and  
non-Masterclass brand/marketer attendees

10:45am – 11:05am

**BREAK** in Exhibit Hall

## Wednesday | May 21, 2025 (Continued)

11:05am – 11:45am

**GENERAL SESSION**

11:50am – 12:30pm

**GENERAL SESSION**

12:30pm – 1:30pm

**LUNCH + TABLE TOPICS** in Exhibit Hall

1:30pm – 2:05pm

**GENERAL SESSION**

2:15pm – 3:15pm

**BREAKOUT SESSIONS**

Presentations by the Loyalty360 Awards finalists

3:30pm – 4:30pm

**BREAKOUT SESSIONS**

Presentations by the Loyalty360 Awards finalists

4:45pm – 5:20pm

**GENERAL SESSION**

5:20pm – 6:20pm

**COCKTAIL RECEPTION** in Exhibit Hall

7:15pm

**LOYALTY EXPO – OFFSITE EVENT**

## Thursday | May 22, 2025

8:15am

**REGISTRATION OPEN**

8:15am – 9:00am

**BREAKFAST** in Exhibit Hall**LOYALTY360 BRAND/MARKETER BREAKFAST**

(Invite Only)

9:00am – 10:00am

**BREAKOUT SESSIONS**

Presentations by the Loyalty360 Awards finalists

10:15am – 11:15am

**BREAKOUT SESSIONS**

Presentations by the Loyalty360 Awards finalists

11:15am – 11:35am

**BREAK** in Exhibit Hall

11:35am – 12:15pm

**WORKSHOP SESSIONS**

12:15pm – 1:30pm

**LUNCH + TABLE TOPICS** in Exhibit Hall

## Thursday | May 22, 2025 (Continued)

1:30pm – 2:10pm

**WORKSHOP SESSIONS**

2:10pm – 2:50pm

**SPEED NETWORKING BINGO + MEETING TIME**

3pm – 3:35pm

**BREAKOUT SESSIONS**

3:35pm – 3:55pm

**BREAK** in Exhibit Hall

3:55pm – 4:30pm

**GENERAL SESSION**

4:35pm – 5:05pm

**GENERAL SESSION**

5:05pm – 6pm

**CLOSING HAPPY HOUR  
RECEPTION/PASSPORT TO PRIZES WINNERS  
ANNOUNCED**

6pm - 7:30pm

**LOYALTY360 AWARDS RECEPTION AND CEREMONY**

(Invitation Required – Loyalty360 Awards finalists and Loyalty360 Members only)