

VIRTUAL LOYALTY360 EXPO – WEDNESDAY, 10/21

11am ET

**EMOTIONAL LOYALTY – RESEARCH PANEL  
DISCUSSION – with Verizon,  
Wheaton | Bekins | Stevens, and The  
Vitamin Shoppe**

VIRTUAL LOYALTY360 EXPO - TUESDAY, 10/27

1pm ET

**DRIVING CONSUMER ENGAGEMENT  
THROUGH A D2C OFFERING – with KONG  
BOX**

4pm ET

**BRAND CASE STUDY – with Air Canada**

VIRTUAL LOYALTY360 EXPO - THURSDAY, 10/29

11am ET

**DRIVING DIRECT MAIL ENGAGEMENT  
THROUGH INFORMED DELIVERY – with  
USPS and Salem One**

1pm ET

**CUSTOMER LOYALTY IS MORE THAN  
REWARDS – with Wawa**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/9

- 10am ET **BRAND CASE STUDY – with King Arthur Flour**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – BUSINESS TRANSFORMATION**
- 5pm ET **BRAND CASE STUDY – with Shell North America**

VIRTUAL LOYALTY360 EXPO – THURSDAY, 11/12

- 9am ET **SPONSORED CASE STUDY – CUSTOMER LOYALTY FRAUD AND GAMING – with Forter**
- 11am ET **LENOVO BRINGS LOYALTY TO PC INDUSTRY – with Lenovo**
- 3pm ET **LOYALTY360 AWARDS PRESENTATION – B2B CUSTOMER LOYALTY**

VIRTUAL LOYALTY360 EXPO – FRIDAY, 11/13

- 9am ET **CUSTOMER LOYALTY BEST PRACTICES – PANEL**
- 11am ET **BRAND CASE STUDY – PORSCHE**
- 1pm ET **NO CARD NEEDED – HANNAFORD LOOKS TO THE FUTURE WITH ALL DIGITAL PROGRAM – with Hannaford**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/16

- 9am ET **CUSTOMER LOYALTY CASE STUDY – B2B**
- 11am ET **LOYALTY360 AWARDS PRESENTATION – CREATIVE CAMPAIGN**
- 3pm ET **LOYALTY360 AWARDS PRESENTATION – INNOVATION IN CSR**

VIRTUAL LOYALTY360 EXPO – TUESDAY, 11/17

11am ET

**LOYALTY360 AWARDS PRESENTATION – PROGRAM PARTNERSHIP**

VIRTUAL LOYALTY360 EXPO – WEDNESDAY, 11/18

9am ET

**THE IMPACT OF COMMUNITIES – CASE STUDY**

11am ET

**LOYALTY360 AWARDS PRESENTATION – CUSTOMER ENGAGEMENT & ADVOCACY**

3pm ET

**LOYALTY360 AWARDS PRESENTATION – CUSTOMER INSIGHTS & METRICS**

VIRTUAL LOYALTY360 EXPO – THURSDAY, 11/19

1pm ET

**LOYALTY360 AWARDS PRESENTATION – CUSTOMER ENGAGEMENT & ADVOCACY**

3pm ET

**LOYALTY360 AWARDS PRESENTATION – CUSTOMER INSIGHTS & METRICS**

VIRTUAL LOYALTY360 EXPO – FRIDAY, 11/20

9am ET

**SPONSORED CASE STUDY – GAMIFICATION & NEW ENGAGEMENT STRATEGIES**

11am ET

**LOYALTY360 AWARDS PRESENTATION – LOYALTY PROGRAM DESIGN**

2pm ET

**LOYALTY360 AWARDS PRESENTATION – EMPLOYEE ENGAGEMENT**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/23

9am ET

**STATE OF CUSTOMER LOYALTY**

1pm ET

**LOYALTY360 AWARDS PRESENTATION –  
CUSTOMER LOYALTY STRATEGY**

3pm ET

**LOYALTY360 AWARDS PRESENTATION –  
INCENTIVE AND REWARD DESIGN**

VIRTUAL LOYALTY360 EXPO – TUESDAY, 12/1 – MONDAY, 12/7

CHECK BACK FOR ADDITIONAL SESSION ANNOUNCEMENTS!

**2020 LOYALTY360 AWARDS VIRTUAL CERMONY- TUESDAY,  
12/8**

JOIN US AS WE CELEBRATE THIS YEAR'S LOYALTY<sub>360</sub> AWARD FINALISTS AND  
WINNERS