

Monday | May 1, 2017

4:30pm – 6:30pm

**EARLY REGISTRATION
OPEN**

5:00pm – 6:00pm

**Loyalty360 BOARD
MEETING**

7:00pm – 9:00pm

**BRAND NETWORKING
EVENT**

Tuesday | May 2, 2017

7:30am – 6:00pm	REGISTRATION OPEN
7:30am – 8:30am	BREAKFAST in foyer
8:30am – 8:40am	OPENING REMARKS with Mark Johnson, CEO Loyalty360
8:40am – 9:25am	KEYNOTE SESSION
9:30am – 10:15am	GENERAL SESSION
10:20am – 11:05am	BREAKOUT SESSIONS
11:15am – 12:15pm	WORKSHOP SESSIONS
12:15pm – 1:15pm	KEYNOTE SPEAKER LUNCH (Invitation Required – Loyalty360 Member only)
1:20pm – 2:05pm	BREAKOUT SESSIONS
2:15pm – 3:00pm	BREAKOUT SESSIONS
3:00pm – 3:30pm	BREAK in Exhibit Hall
3:30pm – 4:15pm	GENERAL SESSION
4:30pm – 5:15pm	BRAND ROUNDTABLES (Brand/Marketer-Only)
5:15pm – 7:00pm	WELCOME RECEPTION in Exhibit Hall
9:00pm	AFTER HOURS EVENT



Wednesday | May 3, 2017

7:30am – 5:00pm	REGISTRATION OPEN
7:30am – 8:30am	BREAKFAST in Exhibit Hall
8:30am – 9:30am	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
9:45am – 10:45am	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
10:45am – 11:15am	BREAK in Exhibit Hall
11:15am – 12:15pm	GENERAL SESSION
12:15pm – 1:15pm	LUNCH in Exhibit Hall
1:30pm – 1:55pm	SHOWCASE SESSIONS
2:05pm – 2:30pm	SHOWCASE SESSIONS
2:40pm – 3:25pm	BREAKOUT SESSIONS
3:30pm – 4:15pm	GENERAL SESSION
4:30pm – 5:15pm	SPEED NETWORKING
5:15pm – 6:45pm	COCKTAIL RECEPTION in Exhibit Hall
7:30pm – 9:00pm	LOYALTY360 AWARDS DINNER (Invitation Required – Loyalty360 Member only)



Thursday | May 4, 2017

7:30am	REGISTRATION OPEN
7:30am – 8:30am	BREAKFAST in Exhibit Hall
8:30am – 9:30am	WORKSHOP SESSIONS
9:40am – 10:25am	BREAKOUT SESSIONS
10:35am – 11:20am	GENERAL SESSION
11:30am – 12:15pm	KEYNOTE SESSION
12:15pm – 1:15pm	LUNCH in Exhibit Hall
1:15pm – 4:00pm	OFFSITE LEARNING EXPERIENCE

Loyalty Expo is a true Voice of the Customer–driven, best practice–focused customer loyalty and reward conference. By attending, you’ll have the opportunity to network with hundreds of your fellow marketers and hear how they are reaching their customer relationship–building goals. Market leaders will be sharing their experiences and insights on customer retention strategies and trends. Attendees will leave Loyalty Expo with an understanding of new research, technologies and solutions to aid their organizations on the customer loyalty journey.

The 10th Annual Loyalty Expo will provide the knowledge necessary to guide your customers on the path to loyalty. Presented by Loyalty360 – The Association for Customer Loyalty, Loyalty Expo has earned the reputation of being one of the industry’s premiere events, and we are extremely pleased to be able to continue to provide a forum to meet and discuss the challenges facing brands today.

The three–day event will be jam–packed with learning and networking opportunities including: 20+ interactive sessions, cocktail receptions and meals in the exhibit hall, and marketer–only peer–to–peer roundtables, as well as product & technology showcase sessions. The roundtables have been quite popular at our past events as participants take advantage of this offering to share experiences and discuss challenges and solutions.